

THE SENITYPE™

HOLLYWOOD'S OFFICIAL FILM FRAME

For Immediate Release

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HOLLYWOOD ARCHIVES COLLECTIBLES, INC. ANNOUNCES THE RELEASE OF THE SENITYPE COLLECTIBLE MOVIE TICKET™ FOR MARVEL STUDIOS CAPTAIN AMERICA: The First Avenger™

Film Characters to be featured in the Senitype Collectible Movie Ticket™

May, 2011, Hollywood, CA - Hollywood Archives Collectibles, Inc. (HAC) is proud to announce the Senitype Collectible Movie Ticket program, forever changing the way the public perceives movie ticket purchases. This newest licensed venture with Marvel Entertainment, LLC is set to coincide with the anticipated summer releases CAPTAIN AMERICA: THE FIRST AVENGER on July 22.

The all-new **CAPTAIN AMERICA: THE FIRST AVENGER Senitype Collectible Movie Ticket™** will be available for pre-sale on INSERT DATE and will be available throughout the theatrical release of CAPTAIN AMERICA: THE FIRST AVENGER. The Senitype Collectible Movie Ticket™ collection will include the classic Senitype limited-edition film cell card with a 35mm film frame and will include a movie ticket to see the film. Each Senitype Collectible Movie Ticket image is limited to 10,000. The CAPTAIN AMERICA: THE FIRST AVENGER Senitype Collectible Movie Ticket will feature all of the characters from the film including Steve Rogers (Captain America), Johann Schmidt (The Red Skull), Heinz Kruger, Peggy Carter, Arnim Zola and James "Bucky" Barnes. The image to the right features Chris Evans as Captain America. The Senitype Collectible Movie Ticket is available for pre-sale at www.senitype.com and through other affiliated partners who will be announced soon.

"This is a changing market and we are proud to continue with Marvel this summer in this very exciting project," said Raffi DiBlasio Vice President of Marketing and Product Development. After the release of THOR, we are more than pleased to follow up with CAPTAIN AMERICA. The CAPTAIN AMERICA: THE FIRST AVENGER Senitype Collectible Movie Tickets are sure to please everyone- long time fans of the comic book, experienced and novice collectors and movie fanatics alike."

For the past 16 years, HAC has created and produced millions of collectible Senitypes from some of the highest grossing and critically-acclaimed films including The Matrix, Spider-Man, Twilight, Independence Day and Despicable Me to name a few. The Senitype is recognized throughout the world and is translated into dozens of languages. Additional Senitype Collectible Movie Tickets are planned for all major studios and will include different retail partners.

About Hollywood Archives Collectibles

Hollywood Archives Collectibles, Inc., a part of the Entertainment industry for the past 16 years has created some of the most beloved and highly sought after collectibles throughout the world. Each Senitype contains a 35mm film frame, is individually numbered and gives the consumer the ability to actually own a piece of Hollywood. Participants include; 20th Century Fox, DreamWorks, Paramount, Universal Studios Walt Disney, Warner Bros., Sony and many others. Always look for "THE SENITYPE™" Seal logo of Authenticity on each card to verify you're receiving the most valuable and highest quality collectible.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.