

THE SENITYPE™

HOLLYWOOD'S OFFICIAL FILM FRAME

For Immediate Release

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NEW SENITYPES®: HOLLYWOOD'S OFFICIAL FILM FRAME COLLECTIBLE FILM CELL INCLUDING FRAMED SENITYPE AND TARGET EXCLUSIVES NEW MOON AND HALO

February 2010, Hollywood, CA - Hollywood Archives Collectibles, Inc is proud to announce a collection of new Senitypes; Collectible Film Frame for the second quarter. Included in this mix are two Target exclusives.

The **NEW MOON Senitype®** is currently featured for pre-sale on Target's website with the eminent DVD release date of March 20th. This very special piece was created in limited editions of 3500 featuring over 300 different 35mm film images taken directly from the film. This is the newest release for Senitype followed by its remarkable achievement last year with the exclusive release of TWILIGHT through retailer Hot Topic.

Additionally the Senitype is proud to now boast another success; it is fully automatable for DVD insertion and requires no hand packing.

The **HALO Senitype®** is a first time collaboration between Warner Bros. and Microsoft Corp. The DVD has eight-episode series of sci-fi shorts inspired by the hit videogame series, and produced by some of the hottest talent in contemporary anime. The Senitype artwork was created by famed Japanese artist – Shinji Aramaki. The HALO Senitype is currently available with the DVD at Target.

This is the first venture in the world of gaming for the Senitype. Newly appointed Senior Director of Gaming Raffi DiBlasio "We are very excited about this collaboration and application. There are a world of gamers who are going to be introduced to the Senitype at the upcoming E3 expo in Los Angeles and many of the major players including Activision and Electronic Arts have already showed a great interest in the Senitype as a premium promotion for their products."

The **FRAMED Senitype®** is an old new concept recently brought back to life with a Blockbuster exclusive offering. Ten different Universal Studios classic film titles were selected including, BACK TO THE FUTURE, THE BIG LEBOWSKI, SIXTEEN CANDLES, ET and JAWS housed in a unique frame that can either sit on a desk or hang on a wall. There are two new packaging/design concepts currently under Studio/Retailer review.

Hollywood Archives Collectibles has been working within the Entertainment industry for the past 15 years and created some of the most beloved and highly sought after collectibles throughout the world. Each Senitype 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. .

For a preview visit: www.senitype.com

The Senitype® Hollywood's Official Film Frame Collectible Film Cell is a registered, trademarked limited edition card from a variety of entertainment sources. (Movies, Sporting Events, Television Shows, Rock Concerts) Each numbered piece contains an actual 35mm film frame.