

THE SENITYPE™

HOLLYWOOD'S OFFICIAL FILM FRAME

For Immediate Release

For more information contact:

William Gardner

wgardner@senitype.com

818.982.7400 (Office)

RED CARET SENITYPE®; HOLLYWOOD'S OFFICIAL FILM FRAME COLLECTIBLE FILM CELL TO DEBUT AND COINCIDE WITH SUMMIT ENTERTAINMENTS FILM RELEASE ECLIPSE

June 2010, Hollywood, CA - Hollywood Archives Collectibles, Inc., the company behind the Senitype, Hollywood's Official Film Frame is proud to announce a brand new collectible debuting and coinciding with Summit Entertainments release of Eclipse.

The **ECLIPSE RED CARPET Senitype®** is currently available through Studio sponsored events and ceremonies. It is a brand new concept in collectibles as the Red Carpet Senitype features a specially designed area for signatures. The edition is strictly limited to 5000 Senitypes and it is surely to become an extremely sought after piece of the TWILIGHT franchise memorabilia.

"We are very excited about this new Red Carpet Senitype, it's giving something to the fans that they will treasure through venues that usually don't have this type of offering, said Jennifer Dunlap, Vice President, Home Entertainment Marketing Creative Services.

"We know the fans love collecting the Senitypes through the traditional method, on pack with the DVDs but we really wanted to give them something from the opening of the movie, when all the excitement begins" said Raffi DiBlasio, Director of Operations for Hollywood Archives Collectibles. He continued that, "I predict that once the fans get a taste of having the Red Carpet Senitype for film openings and other events there will be a lot of people wondering why I didn't think of that.

Film fan fanatics of the TWILIGHT franchise already have their exclusive Senitypes from TWILIGHT through Hot Topic and again through Target Stores for NEW MOON.

Hollywood Archives Collectibles is part of 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.