

THE SENITYPE™

HOLLYWOOD'S OFFICIAL FILM FRAME

For Immediate Release

For more information contact:

William Gardner

wgardner@senitype.com

818.982.7400 (Office)

HOLLYWOOD ARCHIVES COLLECTIBLES, INC. ANNOUNCES THE RELEASE OF THE SENITYPE COLLECTIBLE MOVIE TICKET™ FOR MARVEL STUDIOS' THOR™ AND CAPTAIN AMERICA: The First Avenger™ Film Characters to be featured in the Brand New Senitype Collectible Movie Ticket™

March, 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 first licensed venture with Marvel Entertainment is set to coincide with the anticipated summer releases of THOR on May 6 and CAPTAIN AMERICA: THE FIRST AVENGER on July 22.

The all-new **THOR Senitype Collectible Movie Ticket™** will be available for pre-sale on March 20th and will be available throughout the theatrical releases of THOR and 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. The THOR Senitype Collectible Movie Ticket will feature all of the characters from the film including Thor, Loki, Odin, Heimdall, Sif, Laufey, The Warriors Three And The Destroyer. Each image is limited to 10,000 Senitype Collectible Movie Tickets making it a true and valuable collectible. The image to the right features Chris Hemsworth as Thor and Academy Award-winning actress Natalie Portman as Jane Foster. The Senitype Collectible Movie Ticket is available for pre-sale at www.senitype.com and through other affiliated partners who will be announced soon.

"We know fans love collecting Senitypes and this is a whole new ball game. For the first time fans of the films will be able to actually have a collectible ticket to a film, something truly unprecedented in the current market," said Raffi DiBlasio, Director of Retail Licensing for Hollywood Archives Collectibles. "The THOR and CAPTAIN AMERICA: THE FIRST AVENGER properties are the perfect opportunities to bring a new form of collecting and something completely unique for the fans."

For the past 16 years, HAC has created and produced millions of collectible Senitypes from the some of the highest grossing and critically-acclaimed films including The Matrix, Spider-Man, Twilight, Independence Day and Once Upon A Time In America 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.