

FOR IMMEDIATE RELEASE

HolograFX Inc.

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**Think Princess Leia's Hologram Beaming Out of R2D2.
McCann & Saatchi Host "New Technology Day" to Introduce HolograFX**

Emerson, N.J. (April 11, 2005) McCann Worldwide and Saatchi & Saatchi X invited HolograFX to demonstrate their new technology for their creative and media departments. Over 300 executives experienced this memorable emerging advertising and promotion technology.

The patented technology projects "floating" people and animations, delivering memorable and creative branding messages. No special 3D glasses required!

HolograFX has a technology that "will stop consumers in their tracks". A new creative medium for advertisers and promoters, this emerging technology uses source images such as video and computer generated animations to create free-floating images in mid-air.

"At PENTAX Medical, we pride ourselves on having one of the best booths at the show each year, featuring the most innovative and exciting technology available. Thank you for helping PENTAX achieve that goal and for making us one of the "coolest" booths at the show – it really was terrific!" Cindy Corsaro, Marketing Manager.

"It knocked my socks off when I saw it at the Consumer Electronics Show in the FUJI FILM booth since it was so life like ...it offers many uses from advertising to all types of promotions which will instantly capture the attention of anyone who sees it" Roy Katz, Casino International Magazine.

About HolograFX Inc.

HolograFX Inc. is a special effects company, which provides clients a digital advertising platform that creates "free floating" 3D holographic images. Markets include: entertainment promotions, trade shows, corporate events, shopping malls, casinos, information kiosks, movie theaters, sporting events, and point of purchase store displays.. HolograFX is an Entertainment Arts Company (ticker symbol ETAR).

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