

Press Releases

January 14th, 2008 ARTISTRY ENTERTAINMENT INT’L AND SOVICO CORPORATION ENTER BROAD COOPERATION AGREEMENT This Agreement Sets A New Framework for Industry Cooperation; Reduces Cost and Complexity for Customers. LOS ANGELES, CA – JANUARY 14th, 2008 – Artistry Entertainment International, Inc. and South Korean based Sovico Corporation today announced that they have entered into a broad collaboration agreement to enable their products and services to develop emerging markets together. The companies have also entered into agreements on past projects and other issues. "This agreement launches a new relationship between Artistry and Sovico - a significant step forward that allows for cooperation in mutually supporting each others customer base while providing opportunities for greater expansion into emerging Asian markets." said Clayton Tripp, president and chief executive officer, Artistry Entertainment International, Inc. "This agreement will be of significant benefit to both Artistry and Sovico customers. It will stimulate new developments, delivering great new choices for customers who want to combine media, systems design and engineering with solid product and support structures. We look forward to this opportunity - it provides a framework for cooperation between Artistry and Sovico going forward." "Our companies will continue to work hard, and this agreement creates a new basis for cooperation that will benefit the customers of both companies," said Cheol Yoon, Project Director, Sovico Corporation. “This is a positive step forward for both Artistry and Sovico, but the real winners are the customers and developers who rely on our products and innovations." About Sovico Corporation (Seoul, South Korea) Established in 1973 as a professional audio importing company, SOVICO Corporation has built up a reputation for quality and integrity by introducing world renowned audio equipment to the Korean audio market, and has pioneered developments in audio business circles for over 20 years. Sovico stands for “Sound Vision Communication” and is the Korean master distributor for Harmon/Crown/JBL, Belden, AMX, Alcorn Mcbride and over 50 other major professional systems integration products. Sovico’s establishment of the A/S Service-network has connected with multiple dealers throughout Asia and for the first time allowed customers access to superior quality systems with a backed structure to support them. <http://www.sovico.co.kr/eng/ceo.asp> About Artistry Entertainment International, Inc. (Los Angeles, USA) Since its inception in 2002, Artistry Entertainment International, Inc.’s primary focus has been audio, video and systems design for entertainment. Its founders, including current President and CEO, Clayton Tripp, have all held management and engineering level positions at major theme parks throughout the world.

Today Artistry Entertainment provides turn-key attractions and venues from start to finish including the design, media and systems found in theme parks and specialty entertainment venues around the globe. Merging the real world attraction to the virtual world game is a key focus in Artistry Entertainment's future growth.