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"Terminator 3" star Kristanna Loken signs on as lead in film adaptation of BloodRayne Video Game

Boll KG and Brightlight Pictures to begin shooting in August 2004

(Vancouver, BC) - Kristanna Loken, best known for her role opposite Arnold Schwarzenegger in "T3: Rise of the Machines", has signed on as the title character in the film adaptation of the popular Majesco action-horror video game BloodRayne.

Loken will begin work on "BloodRayne" in August 2004 shooting in locations throughout Romania. As the film's lead, Loken will play the title character who is half human and half vampire, driven by vengeance to overthrow her father, Kagan, king of all vampires.

A former model, Kristanna Loken first caught worldwide attention with her role as the villainous T-X in the highly anticipated T3 sequel. Loken has just completed "Kingdom & Twilight" she also starred in Dick World TV Series "D.C." and the Steven Bocho series "Philly".

Of Loken's casting, Producer Shawn Williamson said, "I loved Kristanna in "T3" and am excited to see how she brings the character of Rayne to life."

"BloodRayne" marks the sixth collaboration between Shawn Williamson, principal and producer of Vancouver-based film production company Brightlight Pictures and German Director/Producer Uwe Boll. Boll directs the picture that is written by Guinevere Turner ("American Psycho").

"BloodRayne" Director, Uwe Boll, said, "Kristanna Loken is perfect for BloodRayne. She is strong, tall, athletic, sexy - everything that BloodRayne is."

Loken is represented by Eddy Yablans at International Creative Management and managed by Miles Levy of James/Levy/Jacobson.

About BloodRayne

Majesco's popular action-horror video game series features the sexy, super-natural BloodRayne, the most deliciously wicked action heroine ever to grace a console game. This October, Rayne is challenged with her most personal battle yet in BloodRayne 2, for the Xbox® video game system from Microsoft, Sony PlayStation®2 computer entertainment system, and PC. More information can be found at [www.bloodrayne2.com](http://www.bloodrayne2.com).

About Boll KG

With 78 million dollars in production funds raised in the past two years, Boll KG is a fast-growing film production entity based in Frankfurt, Germany under the aegis of Dr. Uwe Boll. With this most recent acquisition, Boll has emerged as a pre-eminent director and producer of films based on video games. Artisan Entertainment released "House of the Dead", based on the Sega franchise, in Fall 2003; Boll is in post-production on a film adaptation of Atari's "Alone in the Dark" (Christian Slater, Tara Reid and Stephen Dorff) in Vancouver.

### About Majesco

Established in 1986 and headquartered in Edison, NJ, with offices in the United Kingdom, Majesco Holdings Inc., operating through its wholly owned subsidiary, Majesco Sales Inc., is a leading developer, publisher and distributor of interactive entertainment products for the Xbox® video game system from Microsoft, Sony PlayStation®2 computer entertainment system, and Nintendo GameCube™ and Game Boy® Advance systems, as well as the personal computer. The Company's 2004 lineup includes BloodRayne 2, the sequel to its popular action/horror series, and the launch of its Game Boy® Advance Video product line, which utilizes the company's proprietary video compression technology to enable consumers to view commercial-grade video on a standard Nintendo Game Boy Advance system. Advent Rising, the first in a trilogy of action/adventure games, will ship to stores in 2005. More information about Majesco can be found online at [www.majescogames.com](http://www.majescogames.com).

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