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Michelle Rodriguez, Matt Davis & Michael Madsen become vampire hunters in "BloodRayne"
Actors join Ben Kingsley & Kristanna Loken
in film adaptation of BloodRayne Video Game

(Vancouver, BC) - Michelle Rodriguez, Matt Davis and Michael Madsen have each been cast in the new film "BloodRayne", based on the popular video game of the same name, joining the previously announced Sir Ben Kingsley and "Terminator 3" star Kristanna Loken. BloodRayne is written by Guinevere Turner ("American Psycho") and will be produced and directed by Uwe Boll. Shawn Williamson of Vancouver-based Brightlight Pictures and Dan Clarke also serve as producers.

Similar to the popular video game, the film is based on a sexy, supernatural huntress named BloodRayne (Loken), who is an unholy breed of human and vampire. She is an explosive force with gymnastic dexterity and has an intense lust for blood and action. Trained by a secret agency called the Brimstone Society which hunts down and eliminates supernatural threats around the globe, BloodRayne is confronted by the deadliest of all creatures, the powerful and evil Kagan, King of the Vampires (Kingsley). Davis portrays Sebastian and Madsen is Vladimir, two of the greatest vampire hunters. Rodriguez plays Katarin, who runs the local Brimstone Society chapter.

BloodRayne is set in 18th century Romania, where the film will actually begin principal photography later this month. The BloodRayne video game debuted in 2002 and a sequel is set for release this October.

Michelle Rodriguez is perhaps best know for "Girlfight," though her other credits include "SWAT," "The Fast and the Furious" and "Resident Evil." Matt Davis has been featured in "Blue Crush," "Legally Blonde," "Pearl Harbor" and "Tigerland." Michael Madsen has extensive acting credentials, including "Kill Bill, Volumes I and II," "Narc" and "Reservoir Dogs."

About BloodRayne

Majesco's popular action-horror video game series features the sexy, supernatural 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 <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; and he has completed a film adaptation of Atari's "Alone in the Dark".

About Majesco

Established in 1986 and headquartered in Edison, NJ, with offices in the United Kingdom, Majesco Holdings Inc. (OTC BB: MJSH), 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 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 the Company can be found online at www.majesco.com.

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