

# FOGSCREEN™

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## **FogScreen, Inc. to Feature Walk-Through Branding and Advertising Inside Envy, San Diego's Most Luxurious Nightclub**

*Walk-Through, Dry-Fog Projection Screen Enthralls A-List Celebrities and Club-Goers*

**SAN FRANCISCO – May 28, 2008** – FogScreen, Inc., creators of the world's first walk-through projection screen made of "dry" fog, will soon showcase their walk-through branding and advertising inside the Envy Nightclub at the acclaimed Ivy Hotel in San Diego's Gaslamp Quarter. The visually captivating screens are the perfect way for brands and advertisers to attract attention from the A-list celebrities, while allowing Envy to entertain their upscale audience in an entirely new and innovative way.

The addition of the three FogScreen, Inc. projection screens inside Envy's sensual surroundings allows the club to radiate a luxurious VIP setting similar to that of Hollywood, Las Vegas and New York. Due to the magical and breathtaking visuals that are projected onto the screen of dry fog, the FogScreen, Inc. projection screen has helped Envy to further strengthen its hold as one of the premier clubs in Southern California. The introduction of the branding and advertising program will allow Envy an additional source of revenue, while enabling the club's brands and advertisers an exciting way to reach their target audience.

"The Envy nightclub stands alone as the most innovative and luxurious club of its kind," said Patrik Slettman, Director of VIP Services for Envy. "The FogScreen adds yet another element of visual interest to arouse the senses of our patrons and enhance their entertainment experience. It will also give our brands and advertisers a totally new medium through which to engage club-goers."

"FogScreen is pleased to be featured in the Envy nightclub," said Jordan Woods, President of U.S. Operations at FogScreen, Inc. "It offers brands and advertisers an innovative and exciting way to captivate the movers and shakers of the world with state-of-the-art brand experiences. We believe the FogScreen enhances the visually captivating and luxurious setting that Envy, and the Ivy Hotel, have become synonymous with."

The FogScreen™ One (one meter) and Inia (two meter) are currently dazzling audiences worldwide. The one-meter-wide screen provides the option of seamlessly linking with additional FogScreen One projection devices. Both utilize patented technology to create a thin layer of fog that is dry to the touch and environmentally safe.

### **About Ivy Hotel**

Ivy Hotel, a Kelly Capital Property, is San Diego's premier urban resort destination for first-class service, sophistication and luxury. The property features 159 guest rooms including 17 suites, Damon Gordon's Quarter Kitchen restaurant, the four-level Envy nightclub and Eden, a sultry rooftop bar, pool and sundeck. The property is a member of the Preferred Hotels & Resorts Worldwide Collection, a global brand of independent luxury hotels and resorts known for exemplary standards and service, and managed by MTM Luxury Lodging. For more information, visit [www.ivyhotel.com](http://www.ivyhotel.com) or [www.kellycapital.com](http://www.kellycapital.com).

**About FogScreen, Inc.**

FogScreen Inc. provides an innovative and award-winning projection screen technology that creates magical experiences and stunning visual effects that "wow" and captivate audiences. Its patented technology creates the world's first "walk-through" projection screen. With the use of ordinary tap water and digital technology, FogScreen projection screen enables projected images to literally float in the air, creating a brand new medium to captivate and fascinate audiences. The highly innovative yet simple-to-use product has been utilized to enhance product launches, trade shows, live entertainment, nightclubs, museums, theme parks and even private parties. FogScreen has won numerous honors, including the Best Special Effect by the Club World Awards. Select customers include Disney, Nokia, 20<sup>th</sup> Century Fox, Harrah's, Victoria's Secret, P&G, Motorola, Sony, Siemens, Microsoft and many others. For more information, visit [www.fogscreen.com](http://www.fogscreen.com).

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