

'STRIPED TOMATO BREAKS WORLD RECORD'

Submitted by: Nice Promotions

Wednesday, 25 June 2003

EMPIRE INTERACTIVE IN WORLD RECORD BREAKING ATTEMPT TO SCULPT THE 'STRIPED TOMATO'!

Empire Interactive commissioned a team of sculptors and artists last week to SET A NEW WORLD RECORD FOR THE largest ever cardboard box sculpture, inspired by the iconic image of the 'Striped Tomato' Ford Gran Torino™ from the hit 70s TV show Starsky & Hutch™. Antonio Fargas (aka the Huggy Bear of the show) was on hand to unveil the sculpture last Friday (June 20th) at Spitalfields Market in East London. (For pictures of Antonio and the world-record breaking sculpture please contact adam@wearenice.co.uk)

The sculpture, inspired by groundbreaking public art projects such as the hugely impressive Angel of the North, was supported by top videogames publisher Empire Interactive, publishers of the videogame, Starsky & Hutch™. The cardboard boxes for the build were provided by Access Self Storage and the structure was fastened together using 30,000 special rivets from Textron Fastening Systems.

The 30M long x 8m high urban art sculpture of the original Starsky & Hutch™ Ford Gran Torino™ was constructed from over 5000 40cm square corrugated cardboard boxes, provided courtesy of Access Storage. This world-record breaking piece of art was unveiled to the public in Spitalfields Market in London on Friday 20th June.

Paul Benjamin, UK Product Manager for Empire Interactive, commented: "Empire are very excited to be sponsoring this innovative world-record attempt. We feel that the huge Ford Gran Torino™ art sculpture directly reflects the polygonic imagery throughout the actual Starsky & Hutch™ game, the larger-than-life marketing campaign and the record sales we are hoping to achieve."

Tracey Biggerstaff, from Access Self Storage commented: "This is a terrific project for Access Self Storage to be involved in and we feel that the Starsky & Hutch™ sculpture is a ground-breaking marketing campaign. We are confident that the strength and versatility of the Access boxes will ensure that the Red Tomato is a record breaker."

Jonathan Watkins, Director of global product management for Textron Fastening Systems said: "We supply billions of fasteners every year to the automotive industry, but this has to be one of the strangest vehicle builds we've ever been involved in."

- Ends -

For further info please contact Adam Hartley at Nice Promotions on 0845 166 2854 or email adam@wearenice.co.uk

-

Note to Editors:

About Wreck Age Productions

Established in 1996, Wreck Age Productions was created by Ami Jade Cadillac and Bent Fender.

Having a comprehensive and practical background in performance, design, architecture & event production, Wreck Age aims to combine international artists, designers & performers with our own unique approach to the entertainment industries.

The Company operates in both France and the UK.

Based near Bordeaux the French office hosts extensive scenic, creative & rehearsal facilities for the companies international projects.

In Brick Lane, London, Wreck Age operate a busy design and production office with scenery and construction shops in North London as well.

Wreck Age employs an energetic, creative and multilingual production team as well as the services of a wide range of talented artists and technicians.

About Empire Interactive

Empire Interactive is a leading publisher of interactive entertainment software that has been established for 14 years. The company floated on the Alternative Investment Market (AIM) of the London Stock Exchange in July 2000. Headquartered in the UK, Empire Interactive also has offices in the US, Germany, Italy and Spain. The company develops and publishes a varied range of titles for current and next-generation platforms in the US, Europe and Asia. Further information about Empire Interactive and its products can be found at: <http://www.empireinteractive.com>

About Textron Fastening Systems

Headquartered in Troy, Mich., Textron Fastening Systems is the leading provider of engineered fastening systems, state-of-the-art assembly technology, and inventory management and application engineering services. With manufacturing facilities in Welwyn Garden City and Warrington in the UK and 11,000 employees worldwide, Textron Fastening Systems supplies value-added fastening products, systems, and services to customers in 75 countries. Access www.textronfasteningsystems.com for more information.

About Access Self Storage

Access Self Storage is the UK's leading self storage operator. Formed in 1998 as the result of the merger of four companies: Acorn, Abacus, Abri-Stock and Access, Access Self Storage is wholly owned by Security Capital Realty, which itself is 35% owned by GE Capital.

Access have over 40 stores in the UK and over 15 stores in mainland Europe, with headquarters in Rickmansworth, London and Nanterre, France. Access provide self storage to both the domestic and business market and also offer a wide range of packing accessories. For further information please visit www.accessstorage.com

Starsky & Hutch™ & © 2003 CPT Holdings, Inc. Ford Gran Torino is a trademark of Ford Motor Company. Original game developed by Minds Eye Productions. Published by Empire Interactive Europe Limited. Empire is a registered trademark, and the E logo is a trademark of Empire Interactive Europe Limited. All rights reserved.

For more information please visit www.starsky-and-hutch.com