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HOLIDAY CROWDS DAZZLED BY VIRTUAL WINTER WONDERLAND

*Häagen-Dazs bring to Grand Central Terminal never-before-seen
holiday-themed video art and light show by emerging visual artists*

NEW YORK, NY (November 19, 2002) – Häagen-Dazs has reinvigorated the commuter hub's fourth annual Holiday Light Shows and transformed the Grand Central concourse into a wintry oasis with state of the art Video Projection Technology, with this latest installment of the critically acclaimed "Art of Pure Pleasure" initiative.

The revolutionary Video Projection Technology (VPT), provided by Scharff Weisberg, can manipulate and project moving video anywhere in three-dimensional space. The heart of the technology is the Catalyst Digital Media Server, which allows an endless range of real-time image processing capabilities. A moving mirror component on the front of the projector enables the video image to move around with the same flexibility as a moving light.

"We are proud to debut this amazing technology," commented Peter S. Kalikow, Chairman of the MTA, "and we're grateful to Häagen-Dazs for helping to make this possible. We hope the Holiday Light Shows will spread some good cheer among commuters and visitors alike during this busy season and allow them to take time out to enjoy the spirit of the holidays."

The video art, curated by the public arts presenter, Creative Time, showcases original work from emerging artists, including Marianne Weems and Jeff Morey; Melanie Crean and Jordan Parnass; Yoshi Sodeoka and Jason Mohr; Joseph Kosinski and Dean Di Simone; Kinya Hanada; and Leo Villareal. The six, three-minute video projection shows reflect the artists' interpretations of the meaning of the holidays. Their themes are conveyed through short vignettes, from snowflakes that swirl at onlooker's feet to the mystical migration of birds or custodians sweeping up stardust from the constellations on the famed Grand Central Terminal ceiling.

"One of the goals of the Häagen-Dazs "Art of Pure Pleasure" initiative is to garner attention for the innovative work of up-and-coming artists in the areas of film, fashion, and the visual and performing arts," said Doug Ronan, Marketing Director of Häagen-Dazs. "We are proud to make this cutting-edge Video Projection Technology visible to the greater public against the backdrop of majestic Grand Central Terminal," adds Ronan.

The visual display will entertain holiday crowds throughout the season from November 19 through December 31, 2002, every 15 minutes from 11:00 am to 9:00pm.



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