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FOR IMMEDIATE RELEASE:

LOGICA HOLDINGS CEO PINO BALDASSARRE FEATURED ON STEVE CROWLEY'S WALLSTREETCAST TV SHOW

TORONTO – May 7, 2008– Logica Holdings, Inc. (OTCBB: [LGHL.OB](http://www.fox.com)) announced today that Chief Executive Officer Pino Baldassarre will be featured in an exclusive interview on Steve Crowley's WallStreetCast television show on Sunday, May 11, 2008 at 11 am eastern time on the Fox Business Network.

Hosted by TV and radio broadcast veteran Steve Crowley, WallStreetCast is a half-hour program which showcases proven investing strategies, money features and the CEO's of select public companies whose stocks trade on the AMEX, NASDAQ, and the OTC Bulletin Board. Mr. Crowley is a former Money Editor for both ABC-TV's "Good Morning America" and the award-winning syndicated feature, "MoneyPro News."

ABOUT LOGICA HOLDINGS, INC. (www.logicaholdings.com)

Logica Holdings, Inc. is a company whose primary focus is in the e-commerce and information technology sectors. The current configuration of held companies reflects a common theme: the growing global market for social networking and downloadable entertainment content. This is the essential idea behind the entities that are currently part of **Logica Holdings**, which include **Plays On the Net**, a comprehensive and global online guide to theater, **Anne's World**, licensee of Annesdiary.com, the world's first secure social networking site for girls ages 5-14, and **Curtain Rising**, a user-friendly search engine which will enable theater-goers to locate productions, venues and information with ease.

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