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**WAL-MART PREMIERES MINI MOVIE:
SOCIAL NETWORKING VIDEO CREATION TECHNOLOGY
Users to Create and Share Personal Movies**

SALT LAKE CITY, Utah, July 11, 2007 – [Wal-Mart Stores, Inc.](#) (NYSE: WMT) and [Sequoia Media Group, LC](#) announce the launch of [Wal-Mart Mini Movie](#), a free web-based service that allows users to create and share personal Mini Movies.

Developed by Sequoia Media Group and offered as part of the aVinci® Experience product line, Wal-Mart Mini Movie, <http://walmart.avincimovie.com>, is an innovative application that allows customers to use their personal digital photos to create and share Hollywood-style Mini Movies.

Registered users can choose from numerous themed templates including Vacation, Wedding, Sports, Family, Celebrations, and All Occasion. Once a theme is chosen, users simply select six photos of their choice, and add a title to their production. From start to finish, Mini Movies can be created, viewed and shared in about a minute. A coordinating Movie Poster is also automatically generated and ready to share.

The program is available in English and Spanish, and can be accessed and downloaded via the web at <http://walmart.avincimovie.com>. Additionally, it can be picked up at any Wal-Mart Photo Center. It is included on Wal-Mart Photo Center promotional disks and on Fujifilm digital album photo disks.

During the past few months of testing, users of the interactive trial website have created tens of thousands of movies and received hundreds of thousands of views by users' friends and family. Click [here](#) to view a sample Mini Movie.

Wal-Mart and Sequoia Media Group also plan to release next week a full-length DVD movie product called [myMovieMaker](#), scheduled to launch in all 3,500+ Wal-Mart Stores. [myMovieMaker](#) uses aVinci technology to enable customers to easily create DVD movies using in-store Fuji kiosks. For as low as \$12.86, customers can produce a professional movie production in mere minutes.



About Wal-Mart Stores, Inc. (NYSE: WMT)

Every week, millions of customers visit Wal-Mart Stores, Supercenters, Neighborhood Markets, and Sam's Club locations across America or log on to its online store at www.walmart.com. The company and its Foundation are committed to a philosophy of giving back locally. Wal-Mart (NYSE: WMT) is proud to support the causes that are important to customers and associates right in their own neighborhoods, and last year gave more than \$270 million to local communities in the United States. To learn more, visit www.walmartfacts.com, www.walmartstores.com, or www.walmartfoundation.org.

About Sequoia Media Group, LC

Sequoia Media Group, LC, based in Draper, Utah, is revolutionizing the way life events and memories are shared and preserved. Sequoia Media Group developed the aVinci Experience to simplify and automate the process of creating professional-quality multi-media productions using personal photos and videos. This technology delivers a complete, refined solution – not a complicated software tool requiring time and training to execute. For more information, visit www.avincimedia.com.

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