

Company

Sequoia Media Group was founded in 2003 as a response to the digital imaging revolution that left a large void in giving ordinary camera users the ability to easily create and share digital images of life experiences. Since sharing life's memories and experiences is one of our greatest joys, Sequoia aimed to develop an engaging way for anyone to tell their "Story" with personal digital expressions.

Product

The aVinci® Experience was created to spontaneously transform personal photos and video into compelling, professional quality multi-media productions using the latest Hollywood effects and occasion-based storyboards...in mere minutes.

Business Partners

aVinci distributes products through leading retailers, photo websites and image service providers who are able to offer their customers a complete, refined production—not a complicated software tool requiring time and training to execute. With generally declining photo-printing sales, aVinci provides new, sustainable revenue and increased customer foot/web traffic while differentiating partners in their market. This, in turn, increases customer loyalty and provides greater "upsell" opportunities.

aVinci's flexible applications are fully capable of being integrated into existing touch-screen kiosk interfaces and web applications, thus minimizing start-up costs while creating new revenues for existing outlets. By fully integrating aVinci technology into existing systems and interfaces, consumers see the end result as one of our partner's products, not our own.

Current Partners

aVinci has secured relationships with four leading kiosk platforms and two leading website photo suppliers. This represents nearly 50% of the consumer photo market.

Examples of aVinci Partners include:

- Leading Big Box Retailers
- Leading Grocery Retailers
- Leading Photo Retailers
- Computer and Info Imaging Hardware and Software Vendors
- Leading Membership Warehouse Retailers
- Leading Drug Retailers
- Major Photo Web sites

Executive Team

Chett Paulsen, President and Chief Executive Officer
 Richard Paulsen, Chief Technology Officer / Vice President of Development
 Ted Paulsen, Chief Operating Officer
 Terry Dickson, Vice President of Marketing and Business Development

Contact

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Executive Bios

Chett B. Paulsen, President and Chief Executive Officer, Managing Member

Chett co-founded Sequoia Media Group in 2003 and serves as President and CEO. From 1998 to 2002, Chett cofounded, served as President and then as Chief Operating Officer of Assentive Solutions, Inc. (aka, iEngineer.com, Inc.), which developed visualization and collaboration technologies for rich media content that was ultimately sold to Oracle in 2002. During his tenure with Assentive, the company raised more than \$25 million in private and venture capital funding from entities including Intel, Sun Microsystems, J.W. Seligman, and T.L. Ventures. From 1995 to 1998, Chett founded and managed Digital Business Resources, Inc., which sold communications technologies to Fortune 100 companies such as American Stores and Walgreens, among others. From 1984 to 1995, Chett served as an officer for Broadcast International (NASDAQ "BRIN") playing key management roles including Executive Vice President, Vice President of Operations and President of the Instore Satellite Network and Business Television Network divisions of Broadcast, where he implemented and managed technology deployment in more than 25,000 domestic retail locations for Fortune 500 companies. During Chett's tenure at BI, market capitalization exceeded \$250 million. Chett graduated from the University of Utah in 1982 with a B.U.S. degree in Film Studies.

Richard B. Paulsen, Vice President and CTO, Managing Member

Richard co-founded the Company in 2003 and serves as the Vice President and Technology Director. From 1999 to 2003, Richard worked as a senior member of the technical staff for Wind River Systems (NASDAQ "WIND") managing a geographically diverse software development team continuing work on software technology Richard pioneered at Zinc Software from 1990 to 1998 as one of Zinc's founders. Zinc subsequently sold to Wind River in 1998. From 1998 to 2000, Richard enjoyed a sabbatical and served as the Director of Administrative Services for Pleasant Grove City, Utah, the highest appointed office in the city. From 1981 through 1990, Richard worked as a software consultant and programmer working for the University of Utah Department of Computer Science conducting software analysis, design and coding, and Custom Design Systems developing custom user interface tools and managing the company's core library used by thousands of developers worldwide. Richard graduated with an MBA degree, with an emphasis in financial and statistical methods, from the University of Utah after receiving a B.S. degree in Computer Science from the University of Utah in 1985.

Edward "Ted" B. Paulsen, J.D., Chief Operating Officer

Ted has served as legal counsel since co-founding the Company in 2003 and joined the company full time as COO in September 2006. From 2003 to September 2006, Ted served as the Chief Operating Officer and Corporate Secretary of Prime Holdings Insurance Services, Inc. where he helped position the company operationally and financially to secure outside capital and partner funding to support future growth beyond the company's current annual revenue. From 1995 through 2003, Ted worked as an associate and then partner with the law firm of Gibson, Haglund & Paulsen and its predecessor. With a securities focus, Ted has assisted emerging and growing businesses with organizational, operational and legal issues and challenges. His legal practice focused on assisting businesses properly plan and structure business transactions related to seeking and obtaining financing. Ted has served and currently serves as a director and corporate officer for various companies and through his career has assisted clients with management and operational issues. Before moving to Utah and opening the Utah office of his firm in 1996, Mr. Paulsen worked in Southern California from 1990 to 1995 with the law firm of Chapman, Fuller & Bollard where he practiced in the areas of business and employment litigation and business transactions. Mr. Paulsen graduated from the University of Utah College of Law in 1990 after receiving a B.S. degree in accounting from Brigham Young University in 1987.

Terry Dickson, Vice President of Marketing and Business Development

Terry Dickson brings over 25 years of relevant software marketing, sales and management experience to the company. Recent industry experience includes serving as CEO of Avinti, Inc, a venture-funded startup company developing email security software. Previously he was the founding Marketing VP at Vinca Corporation where he played the point role in negotiating a \$92 million acquisition to Legato Systems (NASDAQ: LGTO) in 1999. Dickson served in several Marketing positions at the LANDesk software operation of Intel Corporation, including serving as Business Unit Manager where he managed the growth from \$15 to over \$100 million over three years. He also served as Intel's Director of Platform Marketing, and was appointed as Chairman of the DMTF (Distributed Management Task Force), an industry standards body consisting of the top 200 computer hardware and software vendors. Dickson has a BS Degree in Marketing and an MBA degree from the University of Colorado, Boulder.