



FOR IMMEDIATE RELEASE

AVINCI STUDIO PHOTO DVD KITS IN 6,300+ WALGREENS STORES

Store Circulars offer \$5 Off Coupon

Draper, Utah, November 28, 2008 – aVinci® Studio Photo DVD kits are now available in more than 6,300 Walgreens drugstores nationwide. As part of the introduction of aVinci Media Corporation's ("aVinci", AVMC.PK, www.avincimedia.com) Photo DVD kit product line, Walgreens, America's largest drugstore chain, is offering its customers a promotional coupon to receive \$5 off. The coupon will appear in more than 65 million Walgreens circulars distributed nationally this holiday season.

"Look for our Photo DVD product on the shelves of Walgreens and don't forget to find a Walgreens circular to get your \$5 off coupon," said Ted Paulsen, aVinci's chief operating officer. "Walgreens covers the country with more than 6,300 stores, so finding our Photo DVD kits is easy, and at \$19.99 with the coupon, Photo DVD makes a great affordable holiday gift."

Photo DVD kits are sold in the photo department at Walgreens. Each kit comes with various themes to choose from, including *All Occasion*, *Wedding*, *Baby*, *Christmas* and *Polar Express* to name a few. The kit comes with simple software that lets the user pick personal photos that are turned into a professional DVD production and shipped directly back to the customer. The DVD and the shipping are included in the price of the kit. A new feature to aVinci's software allows customers to preview and order matching photo books and/or posters with "one-click."

About Walgreens

Walgreens is the nation's largest drugstore chain with fiscal 2008 sales of \$59 billion. The company operates 6,544 drugstores in 49 states, the District of Columbia and Puerto Rico. Walgreens provides the most convenient access to consumer goods and cost-effective health care services in America through its retail drugstores, Walgreens Health Services division and Walgreens Health and Wellness division.

About aVinci® Media Corporation

aVinci Media Corporation develops compelling and easy-to-use solutions for photo consumers, available through partners like Walgreens. The company developed the aVinci Experience product line to simplify and automate the process of creating professional-quality, multi-media productions using personal photos and videos. Visit <http://www.avincimedia.com>.

Safe Harbor Statement

This press release contains forward-looking statements. Such forward-looking statements are subject to a number of risks, assumptions and uncertainties that could cause the Company's

actual results to differ materially from those projected in such forward-looking statements. In particular, factors that could cause actual results to differ materially from those in forward looking statements include, our inability to obtain additional financing on acceptable terms, risk that our products and services will not gain widespread market acceptance; continued consumer adoption of digital technology, inability to compete with others who provide comparable products, the failure of our technology, inability to respond to consumer and technological demands, inability to replace significant customers; seasonal nature of our business and other risks detailed in our filings with the Securities and Exchange Commission. Forward-looking statements speak only as of the date made and are not guarantees of future performance. We undertake no obligation to publicly update or revise any forward-looking statements. When used in this document, the words “believe,” “expect,” “anticipate,” “estimate,” “project,” “plan,” “should,” “intend,” “may,” “will,” “would,” “potential,” and similar expressions may be used to identify forward-looking statements.

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