



FOR IMMEDIATE RELEASE

AVINCI MEDIA CORP. HIRES THE INVESTOR RELATIONS GROUP

Strategic Investor and Media Outreach to Further Develop Company Awareness

Draper, Utah, August 25, 2008 – aVinci® Media Corporation (AVMC.PK, www.avincimedia.com), a company revolutionizing the way life's events and memories are shared and preserved, has retained the Investor Relations Group, Inc. ("IRG"), a thirteen-year-old, highly-recognized corporate communications firm based in New York City, to serve as its national public relations and investor relations firm.

The Investor Relations Group's award-winning public relations department will reach out to the media-at-large, namely editors, writers, and producers of local and national trade and consumer print, radio, broadcast, and online media outlets, with the primary focus of educating the public about the unique products aVinci offers. Simultaneously, IRG's investor relations team will use proprietary competitive analysis strategies and extensive databases to target the broad scope of the investment community, including portfolio managers and analysts. The program will include pre-qualified one-on-one introductions, e-mail to those that have opted-in for communication, and general traditional outreach.

"As a newly publicly traded company, we felt it was important to hire a firm that could accurately communicate aVinci's message to the investment community, the media, and the public at large," said Chett Paulsen, president and chief executive officer of aVinci. "As our company continues to pioneer the forefront of the digital media lifestyle, the Investor Relations Group will play an integral role in communicating aVinci's message. With numerous product launches and upgrades planned throughout the remainder of 2008 and well into 2009, we are greatly looking forward to this next stage of aVinci's growth."

The *aVinci Experience*, the company's flagship product line aims to simplify and automate the process of creating professional quality photoproducts using personal photos and videos. The technology delivers a completely refined production without the hassle of a complicated software tool. The software solutions aVinci creates are packaged in various forms made available to retailers, technology partners, Internet portals, social networking sites, and mobile platforms. These allow end consumers to use an automated process to create products such as DVDs, photo books, posters, calendars, and more from consumer photographs, digital pictures, video, and other media in mere seconds.

About The Investor Relations Group, Inc.

The Investor Relations Group, Inc. (IRG) offers a full-service corporate communications program designed to suit the many unique needs of Alternative Public Offering (APO) companies. The program utilizes a proprietary, targeted approach to reach institutional investors, analysts, and the media-at-large. For further information, please visit the company's website at <http://www.investorrelationsgroup.com>.

About aVinci Media Corporation

Since sharing life's memories and experiences is one of our greatest joys, aVinci Media Corporation aimed to develop an engaging way for anyone to tell their "story" with personal digital expressions. aVinci Media Corporation is revolutionizing the way life events and memories are shared and preserved. The company developed the aVinci Experience to simplify and automate the process of creating professional-quality multi-media productions using personal photos and videos. For more information, visit 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.

The Investor Relations Group

Erika Moran/Tom Caden

Public Relations

Lynn Granito

212-825-3210