



AVINCI MEDIA CORPORATION STRENGTHENS BUSINESS DEVELOPMENT TEAM WITH THE ADDITION OF SEASONED PHOTO INDUSTRY VETERANS

Debby Hoover, Simon Cairns, and Bobbi Wilson Bring a Combined Total of Nearly Fifty Years Photo Industry Experience

Draper, Utah, August 26, 2008 – aVinci Media Corporation (“aVinci”, AVMC.PK, www.avincimedia.com), a company revolutionizing the way life’s events and memories are created, shared and preserved, has hired three photo industry professionals to round out the company’s business development team. Debby Hoover, Simon Cairns, and Bobbi Wilson bring a combined total of nearly 50 years of photo industry experience to the aVinci team. Each will use his/her various skill sets and experience to expand aVinci’s business development activities by working with national and big-box retailers, photo retailers, major OEM partners as well as with content providers and publishers.

“We are honored to have Debby, Simon, and Bobbi join the aVinci team at this exciting time in the company’s history,” said Chett B. Paulsen, president and chief executive officer of aVinci. “As we continue to expand our product offerings, software technology, and retail partners, it is essential that we have the right people, with the right experience, to help us achieve our goals. I am confident that we have hired some of the best people in the industry and I look forward to working closely with these talented individuals as we continue the growth of aVinci.”

Prior to joining aVinci, Ms. Hoover was responsible for merchandising and marketing of the photo processing category of all national Walmart Supercenters, Walmart Discount stores, and Neighborhood Markets, a category that represented the largest photo-industry annual sales with over 3,500 retail locations. A veteran of Walmart Stores, Inc. since 1993, Ms. Hoover has held various roles of increasing responsibility with the world’s largest public corporation, including: Photo Processing Buyer, where she was responsible for developing the category’s strategic and financial plans, as well as execution of the tactical plan, and successfully negotiated license agreements with the major studios, NASCAR, NFL, MLB, and others; and Regional Manager of Photo Connection Centers, where she was responsible for supervising operations with financial responsibility for delivering sales profit and organizational improvements.

Simon Cairns brings more than eight years of global business development experience in the digital photo industry, working directly with a range of partners including prominent OEMs, online portals and retail partners. Prior to that experience, Mr. Cairns was Director, Global Licensing at Simple Star Inc., a leading consumer photo software and services company, where he helped grow a user base from sixty thousand to more than five million active customers. From 2000-2004, as Senior Business Manager at ACD Systems Ltd., Mr. Cairns was part of the team that grew company revenues from \$1 million to \$37 million over a four-year period, increasing worldwide distribution of software and opening strategic partnerships across the U.S., Europe, Asia, Japan, and the Middle East.



Bobbi Wilson is a consultant with twenty-five years experience in the software industry, including leadership roles at Novell, Mindscape, and Broderbund. For many years she has specialized in the photo gift industry. In 2000, as Executive Producer at SmashCast, a company who offered the first photo slide shows for consumers to share on the Internet, Ms. Wilson developed custom content, licensed music, and thrilling animations for photo storage partners including HP Snapfish, Kodak, PhotoPoint, and Zing. At PhotoTLC, she was responsible for developing a nation-wide network of HP Indigo fulfillment vendors and internal systems to print hundreds of thousands of customer photo calendars and photobooks at holiday season. Since March 2007, she has worked with aVinci Media Corporation on fulfillment and has recently stepped up to Business Development to create a channel for photo retailers to provide aVinci myMovieProducer DVDs and Photo Books to their customers.

About aVinci® Media Corporation

Sharing life's memories and experiences is one of life's greatest joys. aVinci Media Corporation provides 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.

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