



AVINCI PHOTO DVDS CLIMB ABOARD *THE POLAR EXPRESS CHRISTMAS*

Groundbreaking, Fully Licensed Slideshow DVD Movie Allows Viewers To Showcase Personal Photos In Scenes From The Hit Holiday Movie, The Polar Express

Available Through Major Retailers and at www.avincistudio.com

Draper, Utah, December 8, 2008– aVinci Media Corporation (“aVinci”, AVMC.PK, www.avincimedia.com), a company simplifying the way life’s events and memories are created, shared, and preserved, has introduced a new personal movie slideshow theme, *The Polar Express Christmas*, a Photo DVD movie product featuring scenes and music from the popular film from Warner Bros. Pictures and Shangri-La Entertainment based on the beloved Caldecott Medal children’s book by Chris Van Allsburg.

“Licensing *The Polar Express* is a first-ever major Hollywood deal for personal DVD movies” said Terry Dickson, aVinci’s vice president of marketing. “Now, for the first time, consumers can place family photos within scenes from a major Hollywood motion picture. Imagine the excitement and sense of magic children will feel when they pop in a personalized DVD to watch their favorite Christmas classic movie, and see themselves on the big screen!”

aVinci entered into an agreement with Warner Bros. Consumer Products earlier this year to license scenes, artwork, and music from *The Polar Express* movie. aVinci’s Photo DVD product allows customers to showcase personal photos in the context of the beloved holiday classic. Also offered is a matching suite of *The Polar Express Christmas* photo products, including Photo DVDs, photo books, and posters, and is available through leading retailers including: Walmart Photo Centers (at Photo center kiosks); Walgreens (in prepaid Photo DVD kits); HP online www.hp.com/create; and at www.avincistudio.com.

"My kids were amazed and captivated when they saw their photos along side *The Polar Express* characters," said aVinci customer Kim Chenoweth. "They thought they were real movie stars. What a priceless way to preserve our holiday memories."

The personal photo movie production comes complete with licensed music from the *The Polar Express* soundtrack with 40 personal photos appearing in several scenes from *The Polar Express* movie. The finished production comes with a personalized DVD case and label featuring a customer’s photo.

About aVinci® Media Corporation

Each year, more than 300 billion images are captured with digital cameras and phones. Less than 10% of those images are monetized through prints and personalized photo products. aVinci Media Corporation develops easy-to-use consumer multi-media authoring software to create compelling digital image lifestyle products that include personal movies, photo books, personalized posters, DVD archives and other innovative products. The company developed the aVinci Experience product line to simplify and automate the process of creating professional-quality, multi-media products using professionally designed themed templates to showcase personal photos and videos. aVinci products are available through industry leading retailers and partners such as Walmart, Costco, Walgreens, Meijer, HP, and Fujicolor.

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.

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