

## AVINCI MEDIA PARTNERS ON LAUNCH OF HP CREATIVE STUDIO WEBSITE

*New Online Portal Allows Customers to Create Professional Quality Photo DVD Movies  
Using aVinci's Patented Technology*

**DRAPER, Utah – October 9, 2008** – aVinci Media Corporation (“aVinci”, AVMC.PK, [www.avincimedia.com](http://www.avincimedia.com)), a company revolutionizing the way life’s events and memories are shared and preserved, has joined other featured partners on HP’s new [Creative Studio](#) website. aVinci Media’s [photo DVD movie products](#) are featured on the site, which will provide easy access to online tools from HP and nearly 30 other partners.

“We are honored to partner with HP on the launch of this unique and exciting new website,” said Chett B. Paulsen, president and chief executive officer of aVinci. “HP’s innovative platform will enable aVinci to expose our photo products to a much broader customer base. Equally important, we believe being chosen as one of HP’s featured partners speaks to the quality and appeal of our photo product technology.”

An online portal for creative products, the HP Creative Studio is a comprehensive resource that provides consumers and small businesses with a single entry point to HP’s web services – such as Snapfish by HP, Logoworks by HP, and the HP Activity Center – and creative projects from popular brands such as Martha Stewart Living Omnimedia, Disney, and DreamWorks. Studio users can easily and affordably create projects and print customized, professional-looking materials such as event invitations and business cards.

Several links throughout HP’s website direct customers to aVinci’s landing page, where they can download aVinci’s software for free and create a photo DVD movie. aVinci’s patent-pending technology makes it easy for users to make a personalized movie in three simple steps: choose a theme, add photos and submit the order. Themes include Baby, Wedding, Vacation, Achievement, In Concert, and All Occasion. As each themed slideshow is created, aVinci also instantly designs a matching Photo Book and Poster. Customers are able to preview the Photo Book and Poster and, with only “one-click”, order the quality productions. During the month of October, aVinci is offering an introductory 25% discount, making the DVDs very affordable at \$22.49. Interested parties can preview or purchase aVinci’s products at <http://www.avinciaffiliates.com/hp>.

### **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](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.*

Contact:

The Investor Relations Group

Erika Moran/Tom Caden, 212-825-3210

or

Public Relations

Steven Melfi/Lynn Granito, 212-825-3210