



***aVinci Media's Photo Movie Software To Be Offered At
Walgreens–Nation's Largest Retail Pharmacy Chain***

Approximately 6,300 Retail Locations to Carry Product Beginning November 2008

Draper, Utah, October 23, 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, will offer its aVinci® Studio Photo DVD kits in approximately 6,300 Walgreens stores across the U.S. The Walgreens product launch is scheduled for mid-November 2008, in time for the holiday gifting season.

“Selling through Walgreens, the nation’s largest retail pharmacy chain, is a major milestone for us,” said Chett B. Paulsen, aVinci’s chief executive officer. “Walgreens customers will be able to buy our DVD kit and use their home computers to create compelling full motion productions, complete with fully licensed popular music that they can view on any television or personal computer with a DVD player.”

The aVinci® Studio Photo DVD kits will be sold in the photo departments of Walgreens stores. Each kit comes with nine different “movie” themes for customers to choose from, including *All Occasion, Wedding, Baby, Achievement, and Vacation*, to name a few with additional seasonal titles available for download online. The kits, which retail for under \$25, include a finished professional quality DVD production that is mailed directly to the end customer. A new feature to aVinci’s software allows customers to preview and order matching photo books and/or posters with “one-click.”

As part of its strategy to monetize some of the 300+ billion images captured in the U.S. each year and stored offline, aVinci Media’s new Digital Image Lifestyle solutions are designed to automatically create compelling productions for customers rather than be another complex software tool that requires time or expertise to use. The company invites interested parties to view aVinci’s Digital Image Lifestyle products by visiting www.avincistudio.com.

About Walgreens

Walgreens is the nation's largest drugstore chain with fiscal 2008 sales of \$59 billion. The company operates 6,479 drugstores in forty-nine 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. Walgreens Health Services assists pharmacy patients and prescription drug and medical plans through Walgreens Health Initiatives Inc. (a pharmacy benefit manager), Walgreens Mail Service Inc., Walgreens Home Care Inc., Walgreens Specialty Pharmacy LLC and SeniorMed LLC (a pharmacy provider to long-term care facilities). Walgreens Health and Wellness division includes Take Care Health Systems, which is comprised of: Take Care Consumer Solutions, managers of 247 convenient care clinics at Walgreens drugstores, and Take Care Employer Solutions, managers of worksite-based health and wellness services at 364 employer campuses.



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 compelling and easy-to-use solutions for photo consumers, available through partners such as Walmart, Costco, Walgreens, Meijer, HP, Fujicolor and others that revolutionize how individuals create, capture and share compelling personal moments while unlocking the value of images stored offline. 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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