

For Immediate Release
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ESPN Consumer Products Launches myESPN Highlights™ Star in Your Own SportsCenter Photo Highlight Reel Featuring Karl Ravech

NEW YORK--(BUSINESS WIRE)--ESPN Consumer Products announced the launch of "myESPN Highlights," a "customizable" SportsCenter branded, digital photo product that allows fans of all ages to showcase their favorite personal sports photos in a "highlight reel" featuring ESPN's Karl Ravech. Produced in conjunction with aVinci Media Corporation, a leader in easy-to-use personalized photo products which helps consumers celebrate life's events, myESPN Highlights is available at myESPNhighlights.com and Walmart photo center kiosks and will soon be available through other leading retailers for \$24.95 SRP.

Creating a myESPN Highlights DVD is simple – fans visit myESPNhighlights.com or the photo department at the select retailers, upload their digital photos, choose a sports theme, and personalize with their name and other information. The completed custom DVD can be picked up at the store or is delivered directly to the consumer.

"ESPN continues to develop products that allow consumers to interact with our brand in an authentic and personal way," said Steve Cipolla, vice president and general manager, ESPN Consumer Products. "SportsCenter is an essential piece of sports culture and myESPN Highlights gives our fans the chance to become a part of the action."

The myESPN Highlights suite of products includes DVDs, photo books and posters. Boxed versions of the products will be broadly available at retail by Fall 2009.

"We've all dreamed of playing in the big leagues or being featured on ESPN SportsCenter. Through our collaboration with ESPN we can live the dream!" noted Chett Paulsen, CEO aVinci Media Corporation. "Our proprietary technology replicates the SportsCenter experience for fans in an emotional and exciting way."

In celebration of the launch of myESPN Highlights, for a limited time only, fans who order their customized DVD at myESPNhighlights.com will receive a free personalized 8.5"x11" poster.

A sample reel of myESPN Highlights is available on YouTube:
<http://www.youtube.com/watch?v=-b0IR2E0MIQ>

About ESPN Consumer Products

ESPN Consumer Products serve the fan and reflect the assets and equity of ESPN. ESPN Consumer Products oversees the development of product lines under the ESPN, X Games and BASS brands. The X Games Consumer Products is a full line of action sports-themed products designed for the action sports fan and enthusiast, product lines include lifestyle apparel, sporting goods and protective gear.

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 (AVMC.OB) helps consumers relive and celebrate life's events via digital image lifestyle products that include personal movies, photo books, personalized posters, DVD archives and other innovative products. aVinci products are available through industry leading retailers and partners such as Walgreens, Walmart, Costco.com, Meijer, HP, and Fujicolor. For more information, visit <http://www.avincimedia.com>.

Contacts

ESPN

Ellie Seifert, 212-515-1108

ellie.seifert@espn.com

or

aVinci Media

Terry Dickson, 801-984-2604

tdickson@avincimedia.com

or

CarryOn Communication for ESPN

Vicky Lewko, 212-689-1176

vickyl@carryonpr.com