



## **SEQUOIA MEDIA GROUP CHANGES NAME TO AVINCI MEDIA; LAUNCHES NEW CORPORATE WEBSITE**

### *New Name Aligns With Flagship Technology Platform For Providing the Next Generation of Photo Products*

Draper, Utah, August 18, 2008 – Sequoia Media Group, LC, the operating subsidiary of aVinci Media Corporation (“aVinci”, AVMC.PK, [www.avincimedia.com](http://www.avincimedia.com)), has officially changed its name to aVinci® Media, LC and revamped its website in order to fully align the company’s identification with its “aVinci Experience” product brand. On June 16, 2008, aVinci officially began trading on the open market under stock ticker AVMC.PK. The company has scheduled product rollouts under the “aVinci Experience” brand through the remainder of 2008 and into 2009.

The company’s flagship technology platform, the aVinci Experience, simplifies and automates the process of creating professional quality photoproducts using personal photos and videos. The technology delivers a completely refined production without the hassle of mastering a complicated software tool.

“This realignment helps avoid branding confusion with customers who already know the aVinci name and associate it with our digital lifestyle solutions,” said Chett B. Paulsen, president and CEO of aVinci. “The name aVinci alludes to the Renaissance artist and inventor Leonardo da Vinci and the age of great exploration and development in art and technology. With the aVinci Experience, consumers have access to a professional quality, low cost technology platform that showcases and enhances their priceless memories. Our personal memory productions allow our customers to create truly moving and masterful works of art featuring their personal photos.”

The new website, [www.avincimedia.com](http://www.avincimedia.com), offers a new inviting look with helpful information conveying the vision and belief that is the core of the aVinci Experience. The redesigned site offers softer colors and an easy to navigate setup that welcomes consumers and investors alike. A new Investor Relations section contains up-to-the-minute stock information, press releases, and SEC filings, along with other information essential for a publically traded company.

“Because life’s experiences are one of the greatest joys, aVinci’s aim is to provide an engaging way for everyone to tell their ‘story’ with personal digital expressions,” continued Mr. Paulsen. “This is a very exciting time at aVinci, and we believe we have the right people, technology, and foresight in place to move our initiatives forward.”

For additional information, please see the Form-8K that the company filed with the SEC on June 16, 2008 and all other recent SEC filings.

### **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.*

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