



FOR IMMEDIATE RELEASE

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## **aVinci Offers Photo Industry Free Access To Photo Movie Production Lab**

### ***Retail Partner Program Allows Retailers To Offer Personalized Photo-Themed DVDs Without Start-Up Fees***

DRAPER, UT – June 26, 2008 –aVinci® Media Corporation (AVMC, [www.avincimedia.com](http://www.avincimedia.com)) has launched a new Retail Partner Program that allows photo retailers to immediately offer professionally produced personalized, themed photo movies without start up fees, inventory, or equipment investments. Photo specialty retailers, professional photographers, and videographers can gain free, instant access to aVinci's myMovieProducer software, national network of production labs, and programs by visiting <http://www.mymovieproducer.com/reseller>.

To begin, retailers simply download the free myMovieProducer software and immediately start creating movies for their customers. For resellers spending hours creating DVD montages with conventional slideshow software, myMovieProducer will save significant time and money while creating a new demand for photo scanning and restoration. Photographers can offer myMovieProducer DVD productions as companion products to portraits and prints.

“aVinci's myMovieProducer Retail Partner Program provides retailers an opportunity to offer customers a new product and professional service without requiring extensive capital investment or training,” stated Chett Paulsen, CEO at aVinci. “Retailers can immediately offer Hollywood-quality photo movies, with little effort.”

aVinci's patent-pending technology utilizes pre-built templates to edit user images into multiple scenes, complete with special effects and licensed popular music. Several themed templates are offered, including Vacation, Wedding, Baby, Sports, Achievement, and All Occasion.

With customers flocking to the creation of personalized movies, myMovieProducer provides the highest quality of productions in less time than any other product on the market. myMovieProducer offers a fun and easy solution for the billions of digital photos that are merely stored on computer hard drives and vastly underutilized. As the leader in the evolution of the DVD market, aVinci raises the bar for typical slideshows by

providing movie-like story telling and Hollywood-style effects to add emotional impact to personal photos.

### **About aVinci Media Corporation**

aVinci Media Corporation, based in Draper, Utah, is revolutionizing the way life events and memories are shared and preserved. The aVinci Experience product line was developed to simplify and automate the process of creating professional-quality multi-media products using personal photos and videos. aVinci's patent-pending technology delivers complete, refined products including DVD's, photo books, posters and other products—not a complicated software tool requiring time and training to generate finished products. aVinci distributes products through leading retailers, photo websites and image service providers. For more information, visit <http://www.avincimedia.com>.

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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