



aVinci's My Personal Movie Photo DVD Product Launches at Walgreens Stores Nationwide

Photo Movie Same-Day Service Now Available through 13,000+ Photo Kiosks

Draper, Utah, July 22, 2009 – aVinci Media Corp. (OTC Bulletin Board: AVMC) and Walgreens, the nation's largest drugstore chain, announced today the completion of a six-month roll-out of My Personal Movie to nearly 7,000 Walgreens stores. My Personal Movie, now available at existing photo kiosks nationwide, allows consumers to easily share, celebrate and preserve stories in their lives by transforming their digital images into a memorable, emotional and personalized DVD in minutes.

Developed by aVinci, My Personal Movie utilizes engaging special effects and occasion-based themes to showcase consumer photos. Walgreens customers can choose from a variety of themes including all occasion, wedding, vacation, Christmas and baby. In addition, consumers can customize their DVD by choosing from many licensed popular songs to create a compelling, emotional multimedia story. Customers supply their favorite digital images and My Personal Movie does the rest.

"Customer reaction to My Personal Movie has been sensational," said Mona Kelly, divisional merchandise manager of Walgreens photofinishing and front end services. Many Walgreens customers have provided feedback on the value of this exciting new service. For instance, customer Suzanne D. wrote to say, 'Thank you for creating a beautiful testament to our family! I viewed it by myself before giving it to my husband and I cried my eyes out! When the girls gave it to their dad, he cried too! It turned out perfect! This is a wonderful service! Especially for us novices –it was easy and affordable!'"

"We're excited that Walgreens, a retail leader in photographic services, is offering their customers this multimedia personalized photo product," stated Chett Paulsen, CEO of aVinci Media. "My Personal Movie provides great value to customers with professional quality production which provides Walgreens customers an easy, powerful way to memorialize special events and relive life's memories in a truly creative way. "

Each My Personal Movie DVD features up to 100 personal photos for \$19.99. The professional quality DVD comes complete with a personalized case cover. Customers can also order duplicate copies for \$9.99 to keep and share with others

Avinci Media Corporation (OTC Bulletin Board: AVMC)

Of the 300 billion digital photos captured each year less than 10% are monetized. Since 2003, aVinci has inspired consumers to unlock the potential of their images by creating innovative, easy-to-use products.

aVinci's proprietary technology automates the creation, sharing and preservation of personal stories, memories, aspiration and dreams. Consumers are empowered to integrate their photos into compelling personal movies, photo books and posters using licensed brands and creative occasion based themes.

aVinci products are offered both in store and online through leading retailers and partners such as Walgreens, Walmart, Costco, Meijer, HP, Fujicolor, Rimage, Noritsu and ESPN

www.myESPnhighlights.com. For more information, visit <http://www.avincimedia.com>.

About Walgreens

Walgreens (www.walgreens.com) is the nation's largest drugstore chain with fiscal 2008 sales of \$59 billion. The company operates 6,902 drugstores in all 50 states, the District of Columbia and Puerto Rico.

Walgreens provides the most convenient access to consumer goods and services and cost-effective pharmacy, health and wellness 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, the largest and most comprehensive manager of worksite health and wellness centers and in-store convenient care clinics, with more than 715 locations throughout the country.