



## AVINCI MEDIA PARTNERS WITH PRECLICK

### *aVinci Studio Software to be Featured on Millions of Photo Discs Distributed by Walmart*

Draper, Utah, October 22, 2008 – aVinci Media Corporation (“aVinci”, AVMC.PK, [www.avincimedia.com](http://www.avincimedia.com)), a company revolutionizing the way life’s events and memories are created, shared, and preserved, has signed a partnership agreement with Preclick, an award-winning photo software management company, to distribute aVinci’s photo movie software along with Preclick’s Walmart Digital Photo Manager software on millions of photo CD discs distributed by Walmart each year. Preclick is the default photo manager software distributed with all CD lab orders fulfilled by Walmart Photo Centers. Beginning in November 2008, aVinci Studio software will come preinstalled on all CDs distributed by Walmart with the Preclick Digital Photo Manager.

The Preclick partnership allows consumers to install the latest aVinci Studio photo movie software on their desktop and create and purchase professional quality, themed DVD productions in minutes that can then be shared with friends and family. Users can create finished productions up to ten times faster than on an Internet site and there is no subscription required.

“In our continued effort to reach consumers, this new partnership with Preclick will supplement our current in-store application that is already available on Walmart Photo Center kiosks, expanding our reach to include millions of Walmart consumers who create at home, on their personal computer.” said Chett B. Paulsen, aVinci’s chief executive officer. “Given the more than 300 billion images captured each year and stored offline, aVinci Studio offers customers an easy-to-use alternative to simply storing their photos on a CD. Moms, dads, families, and photo enthusiasts will now be able to create and purchase compelling and professional quality productions for the sharing and preservation of their memories more conveniently than ever before.”

#### **About Preclick**

Preclick, the photo lifetime software company, builds consumer software in twenty-two languages for HP, Costco, Wal-Mart, 3M, SanDisk, DotPhoto and others. Preclick’s award-winning photo management software provides digital camera owners the fastest and easiest way to organize, print, preserve and share their digital photos; [www.preclick.com/pr](http://www.preclick.com/pr)

#### **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, 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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