



For Immediate Release
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aVinci Media Launches Direct Sales of myESPN Highlights to Youth Sports Leagues and Associations

Sales Force Targets Youth Sports Associations to Include myESPNIHighlights in League Registrations

Draper, UT- aVinci Media Corp. (OTC Bulletin Board: AVMC) announced today the appointment of two direct-selling organizations, J&K Distributors, LLC and BCP Sports Media, to sell aVinci's myESPN Highlights products through youth sports associations to help target the 60+ million youth who play sports each year. The myESPN Highlights products provide athletes and parents everywhere the opportunity to showcase their sports photos in an authentic "highlight reel," complete with commentary by ESPN's Karl Ravech. Both sales organizations have extensive experience providing unique programs and products to national and local sports leagues, as well as recreational and parks sports associations.

Tim Brown, former NFL star and 1987 Heisman Trophy winner, is a leading advocate for youth sports and a J&K Distributors affiliate. He remarked, "myESPN Highlights is not just another photo product. It is a key part of our program to help build the self-esteem of every player on every team. Athletes can now experience the thrill of their photos being featured in an authentic ESPN production, which is something they will treasure for the rest of their lives."

Produced in collaboration with ESPN, myESPN Highlights offers the ultimate personalized photo products. These products transform personal digital photos into compelling authentic SportsCenter productions. The myESPN Highlights themed product line includes customizable DVD videos, photo books, sports posters and shareable MP4 files that can be shared on social network websites.

"The addition of J&K Distributors and BCP Sports Media, who are focused on selling to youth sports associations, is a key part of our strategy to bring myESPN Highlights to more than 60 million youth involved in sports through multiple channels," added Chett Paulsen, CEO of aVinci Media. "The expertise of these organizations allows us to quickly and efficiently make this very powerful product available on a national basis."

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 at www.myESPnhighlights.com. Visit <http://www.avincistudio.com> for more information.

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