

**For Immediate Release**



**IPI Announces Agreement to Sell myESPN Highlights™ Products**  
***New Offering Extends IPI Member Reach to 60+ Million Youth Sports Participants***

July 9, 2009- Independent Photo Imagers (IPI) and aVinci Media Corporation (AVMC) announced today at the 2009 IPI members meeting and tradeshow in Las Vegas the signing of an affiliate agreement making myESPN Highlights products available to customers through all IPI members. myESPN Highlights gives each IPI member retailers, photographers and photo labs the ability to showcase youth sports images in an authentic SportsCenter™ "highlight reel," complete with commentary by ESPN's Karl Ravech. Products include "customizable" SportsCenter branded digital photo products including personalized DVD movies, photo books and posters.

Produced in collaboration with aVinci Media Corporation, myESPN Highlights offers the ultimate personalized photo product —targeted at parents of the 60+ million youth who play sports each year. This product enables sports and event photographers to turn digital images of their client athletes into personalized photo highlights in an authentic SportsCenter production. Photos of youth athletes appear on the set of an authentic SportsCenter production, complete with the athlete name and a customized bottom line ticker message.

Brent Bowyer, Executive Director of IPI said, "myESPN Highlights is the most innovative personalized photo products we have seen in years and gives our members an opportunity to provide personalized photo products that leverage the strength of the ESPN brand--one of the most recognized brands in America. I am confident the offering will become very popular with each IPI member and their customers as they learn of this new service."

**About Independent Photo Imagers**

Independent Photo Imagers (IPI) is the nation's largest buying group for service specialty retailers. With over 500 members and in excess of 700 storefront locations in the United States, Mexico, Canada, Australia, and South Africa, IPI members are the leaders in the network of image capture and image archiving businesses worldwide.  
([www.ipiphoto.com](http://www.ipiphoto.com))

**About aVinci® Media Corporation (ticker symbol: 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 storyboards. 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](http://www.myESPNhighlights.com). For more information, visit <http://www.avincimedia.com>.

**For more information, please contact:**

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