



FOR IMMEDIATE RELEASE
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Walgreens and aVinci Media Raise More than \$50,000 in Two Days for Breast Cancer Research and Support

Draper, Utah- Walgreens and aVinci® Media (OTC Bulletin Board: AVMC) have launched a very successful national initiative to raise vital funds and awareness for breast cancer research and support. On Oct. 7, Walgreens offered aVinci's My Personal Movie slideshow DVDs, which normally retail for \$19.99, for only \$1. Due to incredible demand for this product, aVinci Media and Walgreens generously extended this offer to Oct. 8. One hundred percent of the purchase price of this item was donated to the Susan G. Komen for the Cure® and Breast Cancer Network of Strength® and their missions in the fight against breast cancer. Over two days, more than \$50,000 was raised for these organizations.

Chett Paulsen, CEO, aVinci Media, commented, "We are thrilled by the consumer response to this critically important cause. Each of us in some way has been personally impacted by breast cancer and our hope is that this donation—and more importantly the stories people tell—inspire, teach and provide hope for others to fight this widespread disease."

Walgreens divisional merchandise manager Mona Kelly noted, "A key part of Walgreens mission is social responsibility to the communities we serve. This initiative is one way we give back to our valued customers and provide the much needed support for this important cause."

One single story can inspire, teach and provide hope for millions of women and men across the globe. And whether it's a story of survivorship, or information about innovative research or complementary treatments, the power of someone's experience can have an impact greater than could ever be imagined.

Walgreens and aVinci's support of Susan G. Komen for the Cure® and Breast Cancer Network of Strength® reflects each organization's deep commitment to support those diagnosed and receiving treatment for breast cancer and the research efforts to find a cure.

Walgreens

Walgreens (www.walgreens.com) is the nation's largest drugstore chain with fiscal 2009 sales of \$63.3 billion. The company operates 7,042 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 700 locations throughout the country.

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 celebrate memories by bringing their photos to life with 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 stunning, multimedia personal movies, photo books, posters and shareable digital files 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.

Susan G. Komen for the Cure®

The Susan G. Komen for the Cure® Advocacy Alliance (KAA) is the nonpartisan voice for over 2.5 million breast cancer survivors and the people who love them. Our mission is to translate the Susan G. Komen for the Cure® promise to end breast cancer forever into action at all levels of government to discover and deliver the cures.

Breast Cancer Network of Strength®

Breast Cancer Network of Strength® (formerly known as Y-ME) has a mission to ensure, through information, empowerment and peer support, that no one faces breast cancer alone. In addition to other programs, Breast Cancer Network of Strength provides immediate emotional relief to anyone affected by breast cancer through the YourShoes™ 24/7 breast cancer support center, which includes the country's only toll-free hotline staffed exclusively by breast cancer survivors.