



ESPN Consumer Products Launches X Games PunkMyPic

Draper, Utah, July 27: ESPN Consumer Products announced today the launch of X Games PunkMyPic, giving action sports fans the ability to put themselves into an authentic X Games poster. Consumers simply text or email a personal image to xgames@punkmypic.com to create a free customized poster that can be shared with one click via social networks, mobile phones or online. Fans can also download the poster for free to print at home or purchase an optional upgrade to a professionally printed poster.

X Games PunkMyPic is available now and produced with ESPN licensee aVinci Media Corporation (OTC:BB "AVMC"), a leader in easy-to-use personalized photo products. The two anticipate that this will be the first of several collaborative mobile offerings released this year.

"ESPN continues to develop products with our licensees that strive to enhance the action sports experience for consumers," said Chris Brush, vice president of marketing, ESPN. "PunkMyPic is another way for us to bring the excitement of the X Games brand directly into the hands of our fans."

Chett Paulsen, CEO, aVinci said: "Mobile phones have become a favorite way to take pictures for sharing with friends and family on mobile platforms and over social networks. The X Games brand is the perfect partner for our easy- to-use technology, allowing action sports fans to spontaneously create posters on the go."

About ESPN Consumer Products

ESPN Consumer Products serve the fan and reflect the assets and equity of ESPN. ESPN Consumer Products oversees the development of product lines under the ESPN, X Games and BASS brands. The X Games Consumer Products is a full line of action sports-themed products designed for the action sports fan and enthusiast, product lines include lifestyle apparel, sporting goods and protective gear.

About aVinci® Media Corporation

aVinci develops easy-to-use multi-media authoring solutions which allow customers to use photo images to create photo archive, photo book, poster, DVD archive and other products to enjoy at home or share on social networks and mobile platforms. aVinci products are available online and in more than 10,500 storefronts through retailers and partners such as Walmart, Walgreens, Meijer, HP, and Fujicolor. For more information, visit www.avincimedia.com

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