



**John C. Bay Joins aVinci Media as Executive Vice-President
of Sales and Marketing**
***Former Eastman Kodak and Nokia Executive Brings Imaging, Retail Sales and
Consumer Marketing Experience***

Draper, Utah- 16 July 2009 – aVinci Media Corporation (OTC Bulletin Board: AVMC), a leader in enabling consumers to tell engaging and emotional “stories” with their digital images, announced that John C. Bay has joined the company as Executive Vice President of Sales and Marketing. Bay’s more than 15 years experience as a business leader at Kodak and Nokia and deep knowledge of imaging, retail sales and consumer marketing will enable aVinci Media to successfully drive sales growth with key channel partners. John has been charged with enhancing aVinci’s brand positioning and messaging, developing a best-in-class marketing and sales organization and accountability for exceeding aVinci’s sales plan.

During Bay’s 20 year career at Eastman Kodak, he held profit and loss responsibility for more than \$1B in sales and worked internationally in Europe and Asia. While at Eastman Kodak, his senior executive positions included President and General Manager of Kodak Korea and in Consumer Imaging’s North America Region, VP and GM of Output Business and VP of Sales for the Mass and Club channels. At Nokia, John was the Vice-President of New Channel Development for North America.

Bay shared his enthusiasm about his new position, “ aVinci Media’s products are distinctively unique, easy-to-use and compelling; leading photographic retailers such as Walmart, Walgreens, Meijer and Costco have endorsed the aVinci Experience products by deploying them nationwide. In fact, more than 20,000 photo kiosks incorporate aVinci Media products as a primary consumer offering.”

Chett Paulsen, aVinci Media CEO, said, “We are thrilled to have someone of John’s caliber and expertise join our company. We believe his experience, competencies and leadership will be invaluable in strengthening our relationships with channel partners and in activating consumer demand.”

John holds a BS and MS in Chemical Engineering from Rensselaer Polytechnic Institute and University of Rochester, respectively and an MBA from the MIT Sloan School of Management.

About 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, aspirations 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.myESPHighlights.com. For more information, visit <http://www.avincimedia.com>.