



For Immediate Release
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aVinci Media partners with PMA to recruit sales affiliates for myESPN Highlights Products

Program provides PMA/SPAA Members Incentives to join aVinci Media's Affiliate Program

Draper, UT- aVinci Media Corporation (OTC Bulletin Board: AVMC) announced today an agreement with Photo Marketing Association International (PMA) that provides PMA and its member association SPAA (Sports Photographers Association of America) attractive incentives for its members to join the aVinci Media affiliate sales program. This program has been specifically designed for sports photographers and provides them access to myESPN Highlights customizable *SportsCenter* branded digital photo products, which will enable sports photographers the ability to showcase youth sports photographs in an authentic "highlight reel," complete with commentary by ESPN's Karl Ravech.

Produced in collaboration with ESPN, myESPN Highlights offers the ultimate personalized photo products —targeted at parents of the 60+ million youth who play sports each year. These products enable sports and event photographers to turn digital images of their client athletes into personalized photo highlights in an authentic *SportsCenter* production. MyESPN Highlights offers a full line of ESPN themed products, including customizable DVD videos, photo books and sports posters.

"We see myESPN Highlights as the most significant product line to hit the sports photography market in years" said Jeff Gump, SPAA advisory committee member, and owner of Gump Sports Photography, Jacksonville, FL. At a recent meeting Gump had with several youth sports league representatives, one league rep commented, "This is the coolest thing I had ever seen." Gump promptly signed three leagues to participate in the myESPN Highlights program.

For PMA/SPAA members who are interested in joining this affiliate sales program, please contact the PMA membership department at 800-762-9287 or by email at PMA_Membership@pmai.org.

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, 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 @ www.myESPNhighlights.com. Visit www.avincistudio.com for more information.

For more information about aVinci, please contact:

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About PMA - The Worldwide Community of Imaging Associations

As a professional trade association, PMA® helps the worldwide photo imaging community achieve business success and adapt to new technologies. Its commitment to its members in 100-plus countries is part of an 85 year legacy that connects business owners to a network of knowledge and support. PMA furthers this purpose through the development of educational programs and business services, marketing research, publications, and trade shows. As a nonprofit organization, any success enjoyed by PMA in its endeavors directly benefits the industry, allowing PMA to provide continual services and activities for members.

For more information about PMA, please contact:

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