

CONTACT:

Gary S. Maier
Maier & Company, Inc.
(310) 442-9852

iMEDIA RELEASES FALL EDITION OF DIGITAL MAGAZINE

-- Disc Magazine Distributed with Sunday Editions of Newspapers in Major Markets --

SANTA MONICA, CA – November 26, 2003 – iMedia International, Inc. (IMNL.PK) today announced the distribution of its holiday edition of Hollywood Previews[®] Entertainment Magazine. The company's showcase publication was distributed via poly-bag, placing the disc magazine on the front cover of four major Sunday newspapers in the top three national markets, Los Angeles, Chicago and New York.

The disc magazine utilizes iMedia's innovative and proprietary technology, offering viewers a captivating, interactive multi-media experience. This quarterly digital magazine features 15 new movie releases, including Tom Cruise in *The Last Samurai*; Eddie Murphy in *The Haunted Mansion*; and, Mike Myers in *The Cat In The Hat*. It also features ten previews of new-to-DVD releases, including both *Terminator 2 and T3*; *X Men United*; and, *Lord of the Rings: The Two Towers*. The holiday edition also features newly released music videos from such artists as Al Green, Led Zeppelin and Tori Amos – as well as an exciting re-mix of music from Dirty Dancing performed by multiple artists.

“Our holiday edition offers movie studios and music labels an innovative marketing approach, supplementing and enhancing more traditional forms of advertising and promotion. Hollywood Previews[®] Entertainment Magazine also serves as the showcase for our proprietary digital publishing systems. We use this publication to attract attention from organizations that desire to produce custom promotional discs, such as recent projects we developed for the Los Angeles Dodgers and FOX Television,” said David MacEachern, chairman and chief executive officer.

-more-

iMedia International, Inc.
2-2-2

The company yesterday announced a name change from Irvine Pacific Corporation to iMedia International, Inc, which better reflects the company's focus and expected development.

About iMedia International, Inc.

iMedia International, Inc. is a pioneer in the interactive digital multimedia publishing industry. The company launched its proprietary flagship disc publication, Hollywood Previews Entertainment Magazine, in 2001. iMedia also provides digital media solutions to corporate customers who desire custom discs, or wish to associate their company, product and/or services with iMedia's various entertainment, sports, travel and other editorial content.

A key feature of iMedia's technology is its real time, online tracking measurement system which provides quantitative data, such as length of viewing and listening, to gauge the effectiveness of advertisements, or consumer interest in a particular movie preview, video, musical selection or product.

###

The forward-looking statements contained herein are subject to certain risks and uncertainties that could cause actual results to differ materially from those reflected in the forward-looking statements. Readers are cautioned not to place undue reliance on these forward-looking statements, which reflect management's analysis only as of the date hereof. The Company undertakes no obligation to publicly revise these forward-looking statements to reflect events or circumstances that arise after the date thereof. Readers should carefully review risks described in other documents the Company files from time to time with the Securities and Exchange Commission.