



iMedia Announces Appointments of new Chief Financial and Chief Operating Officers

SANTA MONICA, CA, Friday, December 16, 2005 - iMedia International, Inc. (OTC BB: IMNL) (www.imedia-intl.com) announced today that they have hired Mr. Anthony J. Fidaleo as their new Chief Financial Officer, and that former CFO, Mr. Franklin Unruh, will move to the position of Chief Operating Officer.

Mr. Fidaleo has a long history of experience in public company management. He recently left his position as Chief Financial Officer for AdStar (NASDAQ:ADST), a NASDAQ Small-Cap listed software and technology company, which provides online advertising solutions to the newspaper industry.

“We are ecstatic at having a CFO with the capability and experience that Tony brings” commented David MacEachern, CEO of iMedia International. “Not only does he have a wealth of knowledge about compliance, financial management and public reporting, but his past tenure with AdStar gives him tremendous knowledge and insight into the newspaper industry, our primary growth market.”

Prior to joining AdStar, Mr. Fidaleo served for five years as the consulting Chief Financial Officer and Vice President Controller for such notable companies as Autobyte and L90, Inc. In addition to his public company experience, from 1992 to 1997 Mr. Fidaleo served as Chief Financial Officer of privately-held American Dawn, Inc. and Vagabond Inns, both national companies.

Mr. Fidaleo spent a majority of his public career as a certified public accountant with the prominent auditing firm of BDO Seidman, eventually being appointed as Senior Audit Manager. He is a CPA and holds a B.S. degree in Accounting from California State University at Long Beach.

Mr. Fidaleo replaces Mr. Franklin Unruh, who served as interim CFO since iMedia’s inception. Mr. Unruh has been appointed to the newly created position of Chief Operating Officer. As COO, he will focus his attention on the development of new proprietary brand publications geared towards education, health and lifestyle, music and direct response marketing.

“As the founding investor in iMedia, I have waited for the day where I could devote 100% of my time and resources to the development of products and help implement our vision of integrating our digital media on a mass scale” said Mr. Unruh. “Now that I am no longer responsible for the CFO’s duties, I will have the time to research these various targeted markets and help develop new digital publications that we can integrate into our new newspaper distribution program. I can’t thank Tony enough for seeing this opportunity and leaving his former position to join us.”

When asked about iMedia, Mr. Fidaleo responded “I see an opportunity for growth and expansion with iMedia. There are so many directions and markets we can pursue. Also, I understand the power and scope of the newspaper industry, and think that iMedia’s vision to create a program of digital supplements and enhancements is what this industry needs in order to compete in this fragmented marketplace.”

About iMedia International Inc.

iMedia International, Inc. (IMNL) is a publicly held digital media solutions company producing DVD's, and CD-ROM's for digital multimedia marketing and promotional campaigns. iMedia publishes proprietary and custom digital iMagazines and offers expert digital media solutions services including: strategic planning, content aggregation and production, disc audio/video design, authoring, editing and compression, disc packaging manufacturing and distribution. A key feature of iMedia's technology is its iReporting™ real-time, online tracking system which provides quantitative data on disc viewer usage patterns and effectiveness of iMedia marketing and promotional campaigns.

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