

FOR IMMEDIATE RELEASE



**iMedia International Releases Results of 2005 Operations
Net Revenues Increase 159% to \$5.9 Million- Gross Profits Improves Significantly**

Company Prepares for Continued Growth in 2006

SANTA MONICA, CA, Thursday, April 20th, 2006- iMedia International, Inc. (OTC BB: IMNL) (www.imedia-intl.com) released its results of operations for the year ended December 31, 2005. The Company saw a dramatic increase in net sales to \$5.93 Million, an increase of \$3.64 million or 159% over the comparable 2004 period.

In addition, the Company showed a significant improvement in gross profitability with an increase from a negative gross loss of \$252,000 to \$900,000 in gross profit. This represents an increase of \$1.12 million over the comparable 2004 period. The improvement was a direct result of their increased sales to a larger and developing client base. According to the Company, they continue to contract custom interactive media projects with both new and repeat customers. Most importantly, gross margin rates on these projects are now more typical of their targeted, future anticipated margins.

“We considered 2004 and 2005 as an important start-up period where we concentrated mainly on developing our customer acquisition programs and refining our pilot programs” said Kevin Plate, EVP of Sales and Business Development. “We realized that in order to attract new customers to our new media, we often had to price our initial pilot programs below actual costs. Since we now have several years of success, we have been able to adjust our pricing accordingly.”

“We are thrilled to see the continuing escalation in our sales and gross profitability” said David MacEachern, CEO of iMedia International. “It is important to understand that this growth reflects only the expansion of our custom solution business which we concentrated on during 2004 and 2005. When we factor in the launch of our newspaper syndication program which is beginning later this month, and our plans for a national newspaper rollout during 2006 and 2007, I am very confident that this aggressive growth will be sustained.”

Total operating expenses increased \$5.25 million to \$8.97 million for the year ended December 31, 2005 a 141% increase over the comparable 2004 period. The increase is primarily attributable to an increase in selling expenses of \$1.7 million or 152%, and an increase in general and Administrative expenses of \$3.6 million or 166%. This compares to \$6.2 million in the comparable 2004 period.

The Company attributes the increase in selling expenses directly to the increase from three to eight full-time sales executives, and their related travel and entertainment costs. Also, the Company was required to continue underwriting revenue shortfalls for its Hollywood Previews Entertainment iMagazine while they prepared to launch their national newspaper syndication rollout. This national rollout is scheduled to begin on April 30, 2006 at which time subsidizes should decrease as the program begins to generate new revenues.

Increases in the Company’s General and Administrative expenses were primarily due to an increase in professional fees associated with its various financings during 2005. These included approximately \$3.2 million in non-cash expenses, as opposed to approximately \$44,000 for the comparable period in 2004. The majority of these non-cash expenses were related to non-recurring

costs associated with the issuance of common stock and warrants to prior investors, investment bankers, to advisors and consultants, and for promotion of its ongoing financing activities.

“We are very pleased to see the increased acceptance of our convergent media in the marketplace and look forward to continued top-line growth during the second half of 2006 as our newspaper syndication program comes on line” said Anthony Fidaleo, CFO. “Despite these milestones however, we are disappointed in the impact that the costs of financing has had on our financial statements as well as our operations. We look forward to the national adoption of our newspaper syndication business, and we believe that our revenue growth will begin to offset our cash burn over the next several quarters.”

During the period, the Company recorded a \$12.2 million net loss, which includes \$4.1 million in non-cash other expense items. These non-cash items were primarily related to the costs associated with the issuances of preferred stock and the write-down of certain investments during the year ended December 31, 2005. The increase in non-cash other expenses totaled \$3.23 million for a 345% increase over the comparable 2004 period.

On September 28, 2005, the Company filed a registration statement on Form SB-2, which has not yet been declared effective. The Company is still responding to comments from the Securities and Exchange Commission and is required to amend its registration statement to include its financial statements for the period ending December 31, 2005. The Company anticipates that it will have its registration statement amended and respond to the SEC’s comments around May 1, 2006.

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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The information in this news release includes certain forward-looking statements that are based upon assumptions that in the future may prove not to have been accurate and are subject to significant risks and uncertainties, including statements about the Company’s future financial performance, and the increase in sales and top-line revenue growth. Although the Company believes that the expectations reflected in its forward-looking statements are reasonable, it can give no assurance that such expectations or any of its forward-looking statements will prove to be correct. Factors that could cause results to differ include, but are not limited to, successful performance of internal plans, product development and acceptance, the impact of competitive services and pricing, general economic risks and uncertainties, and various other information detailed from time to time in the Company’s filings with the United States Securities and Exchange Commission. The Company undertakes no obligation to publicly revise these forward-looking

statements to reflect events or circumstances that arise after the date thereof. The forward-looking statements contained in this release should not be relied upon for the basis of any investment decisions. The Company faces other risks that are not contained in this disclosure. Investors should refer to the full filing of the Company's Annual Report on Form 10-KSB dated April 19, 2006 at <http://www.sec.gov>, before making an investment decision.

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