



iMedia International, Inc. Retains the Investor Relations Group

SANTA MONICA, Calif., June 28, 2006 -- iMedia International, Inc. (OTCBB:IMNL), a digital publishing and convergent media solutions company specializing in the creation of customized interactive digital magazines and marketing discs, has retained The Investor Relations Group, Inc. (IRG), a full-service public and investor relations firm, to serve as its new investor relations, corporate communications and public relations agency.

"The Investor Relations Group will play an integral role in ensuring we reach the investment community, industry publications and consumer media with our messages," said Kelly Konzelman, Executive Vice President of iMedia. "We believe that IRG is uniquely qualified to represent us during our present national expansion. Through a combined investor relations/public relations approach we believe IRG will deliver our Company messages more effectively to investors as well as media sources."

IRG will strive to increase investor and industry awareness of iMedia and its brands within the U.S. and world markets by introducing the Company and its management to pre-qualified fund managers and analysts, as well as financial and industry media sources. They will also interface with the PR and corporate communications departments of iMedia's clientele and partnerships, which represent some of the largest publishers of newspapers and periodicals in the United States.

About iMedia International, Inc.

iMedia International, Inc. is a digital publisher of proprietary interactive video magazines, and producers of custom digital media solutions for Fortune 1000 companies. iMedia partners with the publishers of newspapers and magazines to create unique digital supplements or interactive enhancements for their traditional print publications. iMedia's digital technology has ushered in a new paradigm in the delivery of advertising and content. By converging print, audio, video and the internet, viewers now have the ability to experience a truly interactive, mixed-media experience in a way that seamlessly melds content, sponsorships and advertising messages. iMedia's products have proven to engage viewers at a greater rate, and for longer periods of time, than print, audio or video advertising alone. A key feature of iMedia's technology is its iReporting(tm) real-time, online tracking system, which provides quantitative data on disc viewer-usage patterns, displaying in numbers the effectiveness of iMedia's marketing and promotional campaigns. iMedia also 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.

About The Investor Relations Group, Inc.

The Investor Relations Group, Inc. (IRG), founded in 1996, represents select publicly traded companies, with a unique specialization in assisting quality under-followed companies. IRG arranges one-on-one meetings for its portfolio companies with pre-qualified money managers, handling investment portfolios that range from \$10 million to \$10 billion+, selected from its proprietary contact base of more than 50,000 qualified fund managers with an investing history in small-cap stocks. IRG is a full-service corporate communications company that, among other related offerings, produces all client press releases, manages shareholder communications and acts as primary contact for the investing community. IRG also houses a full-service public relations arm that specializes in building awareness of its companies within the financial and trade media, as well as the public at large.

Forward Looking Statements

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 to the future financial performance of the Company. 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. Please refer to the full filing of the Company's Quarterly Report on Form 10-QSB at <http://www.sec.gov>.

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