



iMedia and Media News Form Partnership to Distribute 'Hollywood Previews' iMagazine Inside Seven California Newspapers

SANTA MONICA, CA, Wednesday, September 6, 2006 - iMedia International, Inc. (OTC BB: IMNL) (www.imedia-intl.com) and Media News (TICKER:) have entered into a partnership agreement to distribute Hollywood Previews™ Entertainment iMagazines in seven Media News publications. The partnership is set to launch as part of a national roll-out with *The New York Daily News* beginning in October. This development will push the contracted monthly distribution of the interactive CD-video magazine to over 2,000,000 in nine metropolitan newspapers.

"Hollywood Previews is an excellent new entertainment value for our readers and advertisers" stated Douglas Hanes, Senior Vice President of Advertising and Marketing for Los Angeles Newspaper Group, a subsidiary of Media News, Inc. "From a readership perspective, it provides a new interactive experience featuring movie previews, DVD releases, music and Hollywood trivia. Strategically, we're excited about the possibility of reaching new advertisers through this interactive medium."

The partnership calls for monthly, full-circulation distribution in the The Los Angeles Newspaper Group, with individual newspapers including; the Los Angeles Daily News, Press Telegram in Long Beach,, San Bernardino Sun, San Gabriel Valley Tribune, Pasadena Star News, Whittier Daily News, Redlands Daily Facts and the Inland Valley Daily Bulletin. These papers represent over 500,000 homes in some of Southern California's fastest growing communities.

"This Partnership with Media News solidifies our national distribution footprint to include markets in Los Angeles, New York City and Dallas, Texas" said Henry Williamson, President of Newspaper Syndication for iMedia International. "Securing distribution in New York and Los Angeles gives us immediate access to sponsor's national advertising budgets, which is a key component to our success. L.A. and New York are the two largest advertising and media markets in the U.S., and are the cornerstones to our evolving national syndication program."

iMedia International was represented by Universal Press Syndicate, its exclusive syndication agent.

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.

About Media News, Inc

MediaNews Group is one of the largest newspaper companies in the United States situated throughout California, the Rocky Mountain region and the Northeast. We are privately owned and operate 54 daily newspapers in 12 states with combined daily and Sunday circulation of approximately 2.6 million and 2.9 million, respectively. Each of our newspapers maintains a Web

site focused on local news content. These Web sites are hosted by MediaNews Group Interactive, our new media division, and are aggregated along with our content under the umbrella site www.newschoice.com. We also own a television station, a CBS affiliate in Anchorage, AK and operate radio stations in Texas.

About Universal Press Syndicate

Universal Press is the largest independent newspaper syndicate in the world and the industry leader in bringing products and services to print and digital media that offer both advertising and subscriber opportunities. Headquartered in Kansas City, Mo., Universal Press also distributes some of the most popular comics and features in newspapers today, including *Dear Abby*, *The Boondocks*, *Cathy*, *Doonesbury*, *For Better or For Worse*, *FoxTrot*, *Garfield*, *The Mini Page* and *Ziggy*. Its features list ranges from Pulitzer Prize winners Roger Ebert, Pat Oliphant, Anna Quindlen, Ben Sargent, Tom Toles and Garry Trudeau and to famed columnists William F. Buckley Jr., James J. Kilpatrick and John Leo. Andrews McMeel Universal (AMU) is the corporate parent company that includes Universal Press Syndicate (UPS), Andrews McMeel Publishing (AMP) and uclick (www.ucomics.com).

For more information on iMedia International, Inc. please contact:

Kelly R. Konzelman, Executive Vice President
1721 21st Street, Santa Monica, CA 90404
Phone: (310) 453-4499
Fax: (310) 453-6120
kellyk@imedia-intl.com

Investor Relations:
The Investor Relations Group
Erika Moran/Tom Caden
(212) 825-3210
Public Relations:
The Investor Relations Group
Susan Morgenbesser
(212) 825-3210

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, reduction of circulation by our newspaper partners, lack of interest by potential advertisers or sponsors, product development and acceptance by consumers, 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-Q at <http://www.sec.gov>.

#