



iMedia Launches of INN- the iMedia Newspaper Network

iMedia networks ten New York, Los Angeles and Dallas newspapers, establishing the world's first newspaper network converging print, audio, video and the internet with iMedia's branded content and technologies. Affiliates to become first newspapers in the nation to deliver sight, sound and motion to their readers on a regular basis.

SANTA MONICA, CA, Tuesday, September 26, 2006- iMedia International, Inc. (OTC BB: IMNL) (www.imedia-intl.com) announced today that it has launched the first phase of its national, newspaper affiliate network. The iMedia Newspaper Network or "INN" is the first national newspaper network to provide major U.S. newspaper affiliates with the ability to distribute syndicated, interactive multi-media content and advertising directly in their newspapers. The Company considers the launch of INN as a major, groundbreaking step in its strategy to bring sight, sound and motion to newspapers nationwide.

The INN network, which now includes such prominent affiliate newspapers and publishing groups as the New York Daily News, Dallas Morning News and selected Media News publications was designed to integrate iMedia's digital multi-media content with interactive advertising while exploiting established newspaper distribution channels.

With a combined minimum circulation of over 2,000,000 subscribers, INN provides advertisers, sponsors and content providers with the ability to distribute multi-media commercials and messages directly to the largest remaining non-fragmented media audience- newspaper readers.

"With our recent announcements of new partnerships in Los Angeles and New York City joining our Dallas affiliate, we have succeeded in establishing a national distribution footprint consisting of the most important media markets in this country" said Henry Williamson, President of Newspaper Syndication for iMedia. "With 10 newspaper partners in three major U.S. markets, we can now offer local, regional and national advertisers the opportunity to reach new audiences with fully interactive multimedia, and drive new traffic to their websites and online stores. We believe that our products provide a great opportunity for newspapers to recapture much of the ad budgets they have been losing to cable TV and the Internet."

The network will launch using the November issue of Hollywood Previews Entertainment iMagazine, the world's first interactive magazine on disc. At a minimum distribution of 2,000,000, Hollywood Previews will be one of the largest distributed entertainment-specific publications in the United States.

"We completed our beta-tests in Dallas, and we can now use the results of those early distributions to prove the response, efficiency and ROI of Hollywood Previews to new advertisers" said David MacEachern, CEO of iMedia International.

Another key component of the Network is the HollywoodPreviews.com website which features a host of proprietary entertainment content, celebrity interviews and red carpet events. As part of each partnership, iMedia will provide a customized Hollywood Previews micro-site that will be embedded on the websites of each partner newspaper. The micro site will also feature Internet advertising opportunities, increasing each paper's ability to offer additional multi-media exposure to its existing advertiser base.

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 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, early cancellation of agreements by newspaper affiliates, successful performance of the Company's products, acceptance of brands ad content, 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-Q at <http://www.sec.gov>.

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