



## **iMedia Expands its INN Network to Online With Launch of 10 Hollywood Previews Affiliate Websites**

*Company continues its push to make INN a leader in the distribution of branded, digital and interactive online entertainment content.*

SANTA MONICA, Calif., Wednesday, November 8, 2006- iMedia International, Inc. (OTC BB: IMNL) ([www.imedia-intl.com](http://www.imedia-intl.com)) has launched the first phase of its online distribution model for its Hollywood Previews Entertainment iMagazine, with new customized websites embedded into 10 of its newspaper partners Web sites. This initial online initiative expands the reach and distribution of iMedia's branded, proprietary content to millions of potential monthly online viewers, and allows the Company to share in the online advertising revenues derived from the syndicated content and page views.

"The launch of these 10 beta test websites, nearly a month prior to the distribution of Hollywood Previews iMagazine CD-ROM in corresponding newspapers, will enable iMedia to expose viewers to our brand and create more awareness prior to our disc distribution," said Andrew Walkinshaw, President of Hollywood Previews iMagazine. "This will help us to continue building brand recognition, and allow for the immediate expansion of Hollywood Previews into other newspaper markets, specifically the thousands of smaller suburban newspapers that do not have the resources to build and maintain a high-profile, rich media entertainment website of their own."

The addition of a rich media entertainment website provides new revenue opportunities to newspapers, which are already committing more resources to selling online advertising. "iMedia's entertainment pages enriches the content we provide to visitors on our ocregister.com site, while also providing another viable means of promotion for our advertising customers" said Mark R. Robertson, manager of product development at Freedom Orange County Information. "Selling pre-roll commercials before streaming video present a great opportunity for our company to grow online advertising revenue"

Freedom Orange County Information is publisher of The Orange County Register, a three-time, Pulitzer Prize-winning newspaper and one of the largest distributed newspapers in Southern California. The Register is an affiliate partner of iMedia International.

iMedia intends to begin marketing for the immediate expansion of its online network through its exclusive newspaper syndication agency, Universal Press Syndicate. For more information about becoming a partner in the program, please contact the Kelly Konzelman, executive vice president of iMedia at (310) 453-4499.

The following is a list of the Hollywood Previews URLs: [nydailynews.hollywoodpreviews.com](http://nydailynews.hollywoodpreviews.com), [ocregister.hollywoodpreviews.com](http://ocregister.hollywoodpreviews.com), [dailybulletin.hollywoodpreviews.com](http://dailybulletin.hollywoodpreviews.com), [dailynews.hollywoodpreviews.com](http://dailynews.hollywoodpreviews.com), [presstelegram.hollywoodpreviews.com](http://presstelegram.hollywoodpreviews.com), [pasadenastarnews.hollywoodpreviews.com](http://pasadenastarnews.hollywoodpreviews.com), [redlandsdailyfacts.hollywoodpreviews.com](http://redlandsdailyfacts.hollywoodpreviews.com), [sbsun.hollywoodpreviews.com](http://sbsun.hollywoodpreviews.com), [sgvtribune.hollywoodpreviews.com](http://sgvtribune.hollywoodpreviews.com), [whittierdailynews.hollywoodpreviews.com](http://whittierdailynews.hollywoodpreviews.com).

**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 Universal Press Syndicate**

Universal Press Syndicate 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 Syndicate 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 to famed columnists William F. Buckley Jr., James J. Kilpatrick and Ann Coulter. Andrews McMeel Universal (AMU) is the corporate parent company that includes Universal Press Syndicate (UPS), Andrews McMeel Publishing (AMP) and uclick ([www.ucomics.com](http://www.ucomics.com)).

For more information about Universal Press Syndicate, please contact:

Kathie Kerr  
4520 Main St.  
Kansas City, MO 64114  
Phone: 816-360-6945  
[kkerr@amuniversal.com](mailto:kkerr@amuniversal.com)

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

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

*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-Q at <http://www.sec.gov>.*

# # # #

