



## **The Orange County Register and iMedia International, Inc. to Introduce Hollywood Previews Entertainment Magazine in CD-ROM and Print Package**

SANTA ANA and SANTA MONICA, Calif., Nov. 13, 2006 -- The Orange County Register and iMedia International, Inc. (OTCBB:IMNL) have formed a partnership to distribute Hollywood Previews Entertainment Magazine, a monthly interactive CD-ROM enclosed within an accompanying multi-page print publication.

Produced by iMedia, Hollywood Previews Entertainment Magazine and CD-ROM will be inserted into the Register on the last Sunday of each month, beginning Nov. 26. The multimedia product includes movie trailers, behind-the-scenes interviews with actors and filmmakers, and additional content on the latest television shows, music videos and video games.

A customized, rich video Web site will provide additional iMedia entertainment content on OCRegister.com. The site (<http://ocregister.hollywoodpreviews.com>) contains iMedia's daily webisodes and viral video programs, which are updated daily. The print publication cover and disc are branded as The Orange County Register Hollywood Previews Entertainment Magazine.

"Hollywood Previews Entertainment Magazine enhances our in-depth entertainment coverage in the Register, while also providing an outstanding interactive experience through the CD-ROM and Web site offerings," said Lelani Bluner, vice president of Marketing at Freedom Orange County Information, publisher of The Orange County Register. "Our partnership with iMedia represents our company's big-picture plan of delivering useful and entertaining information in a variety of different products and formats."

"There is an exceptional opportunity for The Orange County Register to reach new readers and advertising audiences through its partnership with iMedia," said Henry Williamson, chief executive officer of iMedia International, Inc. "The CD-ROM based Hollywood Previews Entertainment Magazine and related Web site provide unique selling opportunities beyond the print newspaper, especially in an advertising environment where Internet and broadcast budgets are growing exponentially."

National and local advertisers can run video, pre-roll and text ads on the CD-ROM discs, which also link to advertisers' Web sites. iMedia sells all national advertising, while the Register sells local ads. Revenue is shared between each partner.

Freedom Orange County Information will promote Hollywood Previews Entertainment Magazine through its online and comic banners, rack cards, weekly entertainment e-newsletter and e-mail. It will also utilize ads in local movie theaters and grocery stores.

The distribution agreement makes The Orange County Register the tenth newspaper to join iMedia's INN Network. INN is the world's first newspaper network to syndicate multi-media content and interactive advertising on a national basis.

#### About Freedom Orange County Information

Based in Santa Ana, Calif., Freedom Orange County Information is publisher of The Orange County Register, a three-time, Pulitzer Prize-winning newspaper that celebrated its 100-year anniversary in 2005. It also publishes OC POST, 24 community newspapers, Spanish-language Excelsior; SqueezeOC.com and companion magazine SqueezeOC; insert-advertising products OC\$aver This Week and monthly OC\$aver, OCSaver.com; OCRegister.com, OCPOST.com, OCExcelsior.com and GolfExtra membership card. OCR Magazines, a specialty publications unit of Freedom Orange County Information, publishes Coast, Orange County Home, Orange County Kids, Preferred Destinations, and publications supporting the performing arts.

#### About iMedia International Inc.

iMedia International, Inc. (OTCBB: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(tm) 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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