

iMedia International Expands Board of Directors

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Jeff Johnson From The Yucaipa Companies and John Babcock From Rustic Canyon Partners Join Board

SANTA MONICA, CA--(MARKET WIRE)--Jan 16, 2008 -- iMedia International, Inc. (Other OTC:[IMED.PK](#) - [News](#)), an interactive content solutions company, today announced the appointments of two new members to its board of directors. Elected to the board were Jeffrey M. Johnson, operating partner of The Yucaipa Companies, and John Babcock, partner at Rustic Canyon Partners. The additions bring the total number of board members to five.

"Both of these gentlemen bring to iMedia a unique understanding of technology and the publishing industries, as well as the investment process necessary for us to grow our business and capitalize on market opportunities," said Henry Williamson, chief executive officer of [iMedia International, Inc.](#) (Other OTC:[IMED.PK](#) - [News](#)). "John and Jeff both understand what it takes to be successful in competitive marketplaces, and we are fortunate that they have agreed to join our board. We look forward to leveraging their expertise and experience for the ongoing success of iMedia."

Johnson has more than 20 years of publishing experience, most recently serving as publisher, president and CEO of the Los Angeles Times. He previously served as executive vice president and general manager of the Times. Prior to his roles with the Times, he managed various operational divisions at The Chicago Tribune, served as vice president of operations and technology at The Orlando Sentinel, and as chief operating officer and CEO at Landoll, Inc., a publisher of children's educational books and materials. Johnson earned a bachelor's degree in accounting from the University of Illinois and an M.B.A. from the University of Chicago.

Babcock brings to the board more than 15 years of technology industry experience. He has been partner at Rustic Canyon since its inception in 1999, helping to manage the firm's more than \$800 million in investments. He currently sits on the boards of five private companies. Prior to Rustic Canyon, Babcock was general manager of online real estate at the Los Angeles Times. Babcock earned a bachelor's degree from Duke University and an M.B.A. from the Anderson School at UCLA.

"[iMedia](#) has a team of experienced and passionate leaders that have a deep understanding of the technology and media industries, and what it takes to get their products in front of consumers," added Babcock. "I am confident in the company's leadership and its focused direction, and I look forward to working closely with Henry and Jeff, and the rest of the board to continue to develop strategies and identify opportunities that will help the company reach its potential."

About iMedia International, Inc.

iMedia International, Inc. (Other OTC:[IMED.PK](#) - [News](#)) is an interactive content solutions company founded on the premise of creating high ROI marketing programs using new digital applications and entertainment content aggregation to help clients truly engage their customers in the ever-changing media landscape. iMedia creates custom digital marketing solutions and proprietary software marketing systems with comprehensive media reporting feedback for its clients, including strategic planning, content origination, aggregation and production, online and disc audio/video design, authoring, editing and compression, disc packaging, manufacturing and distribution. iMedia's flagship product, [Hollywood Previews](#), is available online as a co-branded partner or through "white-label" relationships, and through co-sponsored CD-ROM insert programs in major newspapers and magazines. Hollywood Previews delivers several hours of digital entertainment content covering everything from movies to video games. iMedia's Digital Direct product line features iMedia's proprietary iReporting(TM) real-time, online tracking system, which provides quantitative data on disc viewer usage patterns and effectiveness of iMedia marketing and promotional campaigns. Clients include several Fortune 500 companies. For more information on iMedia International, visit www.imedia-us.com.

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 regarding 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 reports previously filed with the SEC by the Company at <http://www.sec.gov>.

Contact:

iMedia Contact:
Scott Kapp
President
310-453-4499
[Email Contact](#)

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