

iMedia International Licenses Hollywood Previews to Cox Newspapers

Tuesday January 29, 9:43 am ET

Sixteen Cox Newspapers to Provide Readers Access to Hollywood Previews Online Entertainment Channel

SANTA MONICA, CA--(MARKET WIRE)--Jan 29, 2008 -- iMedia International, Inc. (Other OTC:[IMED.PK](#) - [News](#)), a provider of digital entertainment content for the publishing industry, and Universal Press Syndicate (UPS) today announced an agreement with Cox Newspapers to license iMedia's Hollywood Previews for 16 daily Cox newspaper web sites. As a result of the agreement, visitors to Cox Newspapers' web sites will be able to access [Hollywood Previews](#) entertainment channel, which provides exclusive videos, images and stories about the latest movies, music, DVDs, red carpet events and video games. The Atlanta Journal-Constitution is the first Cox newspaper to begin publishing the content online at <http://ajc.hollywoodpreviews.com>.

Hollywood Previews, which is owned by [iMedia](#), and marketed and syndicated to newspapers by UPS, provides thousands of pages of content, including more than 2,500 videos. The service can be co-branded to fit within a newspapers current Web framework and is updated daily, providing newspapers and their site visitors with the most current information, interviews and trailers. In addition, [Hollywood Previews](#) also offers free downloads and contests to help attract new visitors and keep entertainment consumers coming back.

"We are impressed with the wealth of quality content and vast number of videos Hollywood Previews provides and believe it can improve the overall quality and appearance of our entertainment packages across our sites," stated John Reetz, general manager, COXnet. "Hollywood Previews is a turn-key opportunity to build out video and entertainment verticals."

Hollywood Previews is a complete content channel that provides newspapers with up-to-date information from the world of entertainment. [iMedia](#) and UPS have developed a number of pricing models to accommodate the needs of publishers of all sizes and frequencies, from a major daily to a community weekly. The pricing models are structured to allow newspapers to quickly turn on a vertical content channel without the production and hosting costs, while adding premium, incremental ad inventory for the newspaper's web site.

"COX Newspapers is a great addition to our portfolio of premier newspaper customers," said Henry Williamson, chief executive officer of [iMedia](#). "The COX agreement reflects a strong support of our new enterprise strategy and the need for a general entertainment content channel for newspaper of all sizes. A solution like Hollywood Previews proves especially important when newspapers are focusing their resources on their local markets and cannot commit resources to cover general entertainment."

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 distributes some of the most popular comics and features in newspapers today, including Dear Abby, For Better or For Worse, Doonesbury, FoxTrot, Cathy, 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. and James J. Kilpatrick. Special projects, designed as revenue solutions for newspapers and their web sites, include mobile opportunities and other digital products such as Hollywood Previews, a robust co-branded entertainment video web site. Andrews McMeel Universal (AMU) is the corporate parent company that includes Universal Press Syndicate (UPS), Andrews McMeel Publishing (AMP) and uclick (www.ucomics.com).

About iMedia International, Inc.

iMedia International (Other OTC:IMED.PK - [News](#)) is an interactive content solutions company focused on syndicating general entertainment content and producing custom CD-ROM solutions featuring the company's proprietary campaign management system, iReporting™. iMedia syndicates its content to publishers around the world seeking high value, low cost general entertainment category content. Publishers use either iMedia's flagship product, Hollywood Previews, a hosted, managed solution, or they purchase direct content feeds to capture a share of the multi-billion dollar online and mobile advertising markets. iMedia's Digital Direct business leverages the company's entertainment content development and distribution experience to help large organizations reach customers with measurable, interactive CD-ROM-based marketing programs. The company's Digital Direct customers include, American Express, Chrysler, Fox Entertainment, General Motors, Mazda, NBC Entertainment, Wynn Hotel, The Los Angeles Dodgers, and many more 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:

Contact:

Scott Kapp

310-453-4499

[Email Contact](#)

Source: iMedia International, Inc.