

Hollywood Previews to Power Co-Branded Online Video Entertainment Channel for Los Angeles Newspaper Group

Thursday February 7, 9:20 am ET

LANG Licenses Hollywood Previews for Its Nine Daily Newspapers and LA.com Online Guide

SANTA MONICA, CA--(MARKET WIRE)--Feb 7, 2008 -- iMedia International, Inc. (Other OTC:[IMED.PK](#) - [News](#)), a provider of digital entertainment content for the publishing industry, today announced that the Los Angeles Newspaper Group (LANG) has licensed iMedia's [Hollywood Previews](#) to provide online video entertainment content for the group's LA.com Network. The network, which attracts more than 2.4 million unique visitors each month, includes nine daily newspapers and LA.com, a print and web-based insider's guide to Los Angeles. Hollywood Previews, which is owned by [iMedia](#), and marketed and syndicated to newspapers by Universal Press Syndicate (UPS), provides thousands of pages of entertainment content, including more than 2,500 videos and exclusives.

The nine daily newspapers that are part of LANG are the Los Angeles Daily News, Inland Valley Daily Bulletin, Long Beach Press Telegram, Torrance Daily Breeze, Pasadena Star News, San Gabriel Valley Tribune, Redlands Daily Facts, San Bernardino Sun and Whittier Daily News. Visitors to the newspapers' web sites now have access to a co-branded entertainment channel powered by Hollywood Previews featuring exclusive videos, images and stories about the latest movies, music, DVDs, red carpet events and video games.

"Our users turn to the LA.com site for everything L.A.; from the best places to eat and hang out, to the latest pop culture news and information on local celebrities," said Jason Middleton, editor of LA.com. "While our site serves the heart of Hollywood, our newspapers are still focused on providing the best coverage of local news, people, businesses and events within their communities. Hollywood Previews complements the information delivered through LA.com while providing our users with up-to-date, high-quality digital entertainment content."

[Hollywood Previews](#) is a hosted solution that can quickly be integrated into publishers' existing online environments. The service was developed to help publishers meet consumers' appetites for general entertainment content while adding premium, incremental ad inventory for newspapers' web sites. Hollywood Previews can also be customized to meet the needs of community weeklies, as well as large metropolitan dailies.

"Hollywood Previews is a turn-key solution that allows local newspapers, such as the LANG newspapers, to focus their resources on providing its readers with local news and information while still being able to deliver the latest buzz from the entertainment world," said Henry Williamson, chief executive officer of [iMedia](#). "In addition, LA.com is a trusted resource for residents and visitors of the Los Angeles area, and we are excited

to now be a part of the community. We appreciate the trust that LANG has in our solution, and look forward to a mutually beneficial partnership."

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](http://www.imedia-us.com) - [News](http://www.imedia-us.com)) 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(TM). 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:

iMedia Company Contact:

Scott Kapp

310-453-4499 x13

[Email Contact](#)

Source: iMedia International, Inc.