

## **iMedia to Provide the Canoe.ca Network With Video Entertainment Content**

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### **Canoe.ca to Use iMedia's XML Feed to Supplement Current Resources With Entertainment Videos**

SANTA MONICA, CA and TORONTO--(MARKET WIRE)--Mar 5, 2008 -- iMedia International, Inc. (Other OTC:[IMED.PK](#) - [News](#)), a provider of digital entertainment content for the publishing industry, today announced that Canoe Inc. has licensed [iMedia's](#) video entertainment content and content management services. Canoe.ca is a leading local and national interactive media provider of news, entertainment and services for all of Canada. Canoe.ca attracts more than 8.8 million visitors per month to its network of sites, which includes Canoe.ca, top information verticals like Cnews, Slam!, Jam! and Lifewise, as well as the Sun Media newspaper sites.

The iMedia [Hollywood Previews](#) division supplies its video entertainment content, which includes over 2,500 videos, pages and exclusives, to Canoe.ca through an XML feed. The content includes red carpet and celebrity interviews, movie trailers, video game reviews, music videos and other entertainment-related video content. The content feed is managed by Canoe.ca and available through Canoe's video channel at <http://videos.canoe.ca/>.

"This content distribution model is a natural extension of our Hollywood Previews model where we host, manage and update a complete entertainment vertical solution for publishers," said Henry Williamson, Chief Executive Officer of [iMedia](#). "Many organizations have built entertainment channels and need specific content to supplement their current data sources. Canoe.ca has opted to take our Hollywood Previews content feeds and manage them within their own environment. Our XML feed option gives publishers increased control via a wealth of high-quality content that can be managed and displayed in a manner they are comfortable with."

[iMedia](#) gives publishers the option to license a completely hosted entertainment channel or access to a proprietary content feed. Both solutions provide end-users with access to the latest information in the entertainment world, from exclusive previews of new movies to one-on-one interviews with celebrities. The content also provides publishers with premium, incremental ad inventory for their websites.

"iMedia's XML feeds make it easy for us to integrate high-quality video entertainment content with our other aggregated content," said Ray Ostor, Senior Product Manager for Video at Canoe.ca. "Every month, our network attracts millions of unique visitors looking for entertainment videos, so we anticipate a large demand for iMedia's content. [iMedia](#) offers a customizable solution that can be used to further promote the Canoe brand to our customers."

About Canoe.ca

A subsidiary of Quebecor Media, Canoe.ca is a leading local and national interactive media provider of news, entertainment and services, helping to inform and connect Canadians. The Canoe Network attracts over 8.8 million monthly visitors and includes Canoe.ca, top information verticals like Cnews, Slam!, Jam! and Lifewise, as well as the Sun Media newspaper sites. Canoe.ca also offers online services in the fields of employment and continuing education (jobboom.com), housing (micasa.ca), automobiles (autonet.ca), personals (reseaucontact.com), social networks (space.canoe.ca), classified ads (classifiedextra.ca) and advertising solutions (canoeklix.ca).

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(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](http://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 by the company with the SEC at <http://www.sec.gov>.

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