

FOR IMMEDIATE RELEASE

iMedia Partners with Frazier Griffiths to Launch Hollywood Previews CD-ROM-based iMagazine in 11 New Cities

Agreement to expand the Hollywood Previews brand into new East and Midwest markets

SANTA MONICA, Calif. – April 8, 2008 – [iMedia](#) International, Inc. (Ticker: IMED), a provider of digital entertainment content for the publishing industry, today announced that it has entered into an agreement with Frazier Griffiths, LLC to launch the Hollywood Previews CD-ROM-based iMagazine in 11 new markets. As a result of the agreement, Frazier Griffiths, a subsidiary of High Def Media Group, has exclusive marketing and distribution rights of the Hollywood Previews CD-ROM iMagazine in 11 cities across the East and Midwest, including Atlanta, Charlotte, Cincinnati, Memphis and Nashville.

Frazier Griffiths will work with iMedia to produce new market-specific issues of the Hollywood Previews CD-ROM iMagazine featuring iMedia's vast library of exclusive entertainment content, including extended versions of celebrity interviews, live music performances, and red carpet coverage that are not available on any other [Hollywood Previews](#) Platform. The CD-ROMs are traditionally distributed with the Sunday edition of major newspapers, and in addition to the entertainment content, provide marketers a variety of unique advertising and sponsorship opportunities. The total Sunday circulation for the 11 markets under Frazier Griffith's management is 2.3 million.

"Our CD-ROM iMagazine is an excellent way for companies to put their brand in front of a captive and Internet savvy audience," said Andrew Walkinshaw, president of [Hollywood Previews](#). "People love entertainment content, and Hollywood Previews provides thousands of pages of entertainment content, including more than 2,500 videos and exclusives. Hollywood Previews CD-ROM iMagazine has proven to be an effective marketing tool for hundreds of businesses, driving traffic to web sites through the strategic placement of web-links, cross promotion of content and exciting user opt-in opportunities."

Walkinshaw added, "By partnering with Frazier-Griffiths and Associates, Hollywood Previews gains a strong voice in the advertising sales world through which major brands and advertisers can become engaged at a local or national level with the Hollywood Previews brand. We look forward to working with Frazier Griffiths to expand our brand presence in these 11 new markets, which will also greatly enhance the traffic to [HollywoodPreviews.com](#) Web network."

The latest version of the CD-ROM includes an enhanced user interface to generate higher screen views and better display advertising and content. Included on the CD is [iMedia's](#) proprietary campaign management tool, iReporting, which when connected to a broadband Internet connection, provides a variety of user data, including how many times the CD was viewed and for how long, what content was popular, and what links and advertisements were clicked.

"The combination of iMedia's dynamic interactive content and the sales and marketing expertise of Frazier Griffiths will provide these markets with a very unique advertising opportunity," said Gordon Griffiths, principal, Frazier Griffiths. "The newspaper delivery method has achieved high open rates and will provide

sponsors with an effective marketing platform and proven ROI on their advertising dollar. We are excited about this partnership and eager to capitalize on the unique capabilities and content provided by [Hollywood Previews](#).”

About iMedia International, Inc.

iMedia International (Ticker: IMED) 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 by the company with the SEC at <http://www.sec.gov>.

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