

iMedia Makes It Possible to Measure Success of CD-ROM and DVD Marketing Campaigns With iReporting™

Thursday June 19, 2008 10:47 am ET

Proprietary Audience Reporting and Tracking System Now Available for All CD-ROM and DVD Producers and Replicators

SANTA MONICA, CA--(MARKET WIRE)--Jun 19, 2008 -- [iMedia](#) International, Inc. (Other OTC:[IMED.PK](#) - [News](#)), a provider of digital entertainment content for the publishing industry, today announced that its proprietary CD-ROM and DVD audience reporting and tracking system, iReporting™, is now available as a standalone product to independent CD-ROM and DVD producers and replicators across the country. [iReporting](#), which is a critical fixture on all iMedia CD-ROM and DVD productions, allows companies in real time to access individual metrics on usage and click-thru's of multimedia optical discs.

"With CD-ROM and DVD marketing campaigns, many companies are left hoping that the recipient is interacting with the direct mail piece because they simply don't have any means of measuring if or how their discs are being used," said Henry Williamson, Chief Executive Officer of iMedia International. "iReporting removes the guesswork by providing built-in analytics to help our clients understand how recipients are interacting with the discs. Companies that integrate iReporting into their campaigns will know if their messages were seen and what specific web traffic and sales were driven from their marketing investment."

From iReporting's Web-based interface, companies will be able to review a variety of audience activity tracking data, sorted by time of day, zip code, city, and/or state, including:

- When a consumer puts the disc into the computer;
- How long the disc is watched;
- What content the consumer looks at or watches the most or least;
- What advertisements have been viewed; and
- What web links have been clicked.

Williamson added, "With iReporting, we know immediately what did and did not work on the disc, and we can quickly provide our customers, advertisers and sponsors with a clear understanding of ROI."

iReporting is designed for companies looking to connect with their consumers through CD-ROM or DVD-based marketing campaigns, as well as producers of DVD videos and

movies. iMedia can seamlessly integrate iReporting directly onto any production disc to provide real-time tracking and reporting of end-user activity. iReporting does not use cookies or spyware and does not collect personal end-user information.

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.

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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