



For Immediate Release

FILMMAGIC.COM TO INTEGRATE DMIPHOTO LIBRARY

New York, NY (Oct. 2, 2006) — New York-based FilmMagic, a division of MediaVast, Inc., has announced that the DMIPHOTO image library is now available at www.filmmagic.com. All current assignment and image licensing business will be conducted under the FilmMagic brand, effective immediately, and DMIPHOTO will no longer operate. DMI veteran photographer Sylvain Gaboury has joined FilmMagic's roster.

DMI's library adds significant volume to FilmMagic's current offering, which already amounts to 1.4 million images available for direct download. The integration broadens FilmMagic's depth of archive as well, with a more than double increase in the number of events from 2000-2002.

For licensing and assignments, please contact Dave Kelly at (212) 812 4134 or dave.kelly@filmmagic.com.

About FilmMagic

FilmMagic (www.filmmagic.com) provides media outlets worldwide with immediate access to high-quality celebrity, event, music, and fashion photography. The agency has dedicated sales staff in New York, Los Angeles, and London, as well as relationships with affiliates in 50 countries. One of the leading photo agencies, FilmMagic has managed to retain a boutique experience with personalized service.

FilmMagic is part of MediaVast, Inc. a leading provider of high-quality visual content and related services. Headquartered in New York, MediaVast has branch offices in Los Angeles, Miami, Las Vegas, Atlanta, London, Tokyo, Sydney, Hamburg, and Shanghai. The Company also provides image syndication through a global network of agency affiliates in over 50 countries.

For more information, please visit www.mediavast.com.

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