

iMemories Celebrates Its First Anniversary; Over 75,000 Home Movies, Slides and Photos Converted to Digital Format

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Announces Three New Customer-Oriented Sections on its Website, imemories.com

Scottsdale, Ariz., February 26, 2006 – In the last twelve months, more than 75,000 old home movies, photos and slides have been transformed into digitally mastered DVDs, thanks to iMemories (www.imemories.com). Formally launched a year ago, iMemories' headquarters features a new, fiber optic-powered 8,500-square foot studio that provides home movie editing, archiving, and online video sharing services.

All services are performed on-site using the latest technology and a staff of experienced video and customer experience professionals. The company was founded by entrepreneur Mark Rukavina, who previously served as co-founder and COO respectively of local companies KnowledgeNet and Mastering Computers.

Customers Able to Preserve Long-Lost Memories

Marge Reiter of Chandler, Arizona used iMemories to convert several 16mm home movies that dated back to the 1930s. Her family had talked for months about getting the film converted, but hadn't found a company that they trusted with their valuable footage. Her father's deteriorating condition was a wakeup call, she says, to digitize the films. "Everyone has a story to tell, and in this way, we can make it real for our children and their children."

Marge had initially been concerned that the images wouldn't transfer well because the reels were several decades old, "but the quality of the final product was wonderful. And it was quite a trip to see both great-grandparents and grandparents on film. I'm extremely glad that the DVD was completed in time for my father in New Jersey to view it shortly before he passed away."

What pleased her the most about iMemories was "the level of customer service. Everyone at the company is patient and extremely professional. The staff are almost like bartenders, listening to everyone's personal story."

New Customer Services

To commemorate its anniversary, iMemories today announced three new upcoming sections on its website, designed to reach out to customers who want to learn more about the digital transformation process and what iMemories has to offer:

Corporate blog (www.markrukavina.com) from iMemories founder, Mark Rukavina – regular commentary on trends in the intersection of home movies, technology, and consumer electronics.

iMemories newsletter (www.imemories.com/newsletter) – ability to sign up to receive a complementary online newsletter that will provide tips for shooting better home video, updates on the latest news in digital video, and information about iMemories' specials.

Customer feedback (www.imemories.com/tellus) – a new section that features customer testimonials from around the country.

In the Heart of Scottsdale's Family Fun Zone

"Our strategic location in a family-oriented zone, next to the popular Alltel Ice Den (www.coyotesice.com), as well as companies like the Pump It Up inflatable parties (www.pumpitupparties.com), has helped spread the word about our services," said Mark Rukavina, founder and CEO of iMemories. "Customers have been overjoyed to find a trustworthy vendor that will convert their treasured family memories to a format that will halt the physical degradation process. Best of all, once the movies and slides are digital, they can be shared with family members all over the country."

About iMemories

iMemories is a leader in the dynamic Web 2.0-generation of Internet services. The company transforms old-media memories into crystal-clear digital files that consumers can enjoy and share—whenever and wherever they like.

In iMemories' 8,500-square foot fiber-optic studio, production professionals use state-of-the-art technology and techniques to

convert old home-movie films, videotapes, photographs and slides into organized archives and full-length digital productions. Memories that were deteriorating in the dark are preserved forever on optical disc—and easy to edit, organize, store and share worldwide through iMemories' private, secure online user experience.

In a market crowded with audiovisual houses and small firms offering basic video-transfer services, iMemories' technology and expertise enable it to deliver a premium product efficiently and affordably. Founded and led by new-media entrepreneur Mark Rukavina, iMemories is privately held and based in Scottsdale, Ariz. To learn more, visit www.imemories.com or call 480-767-2510.

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