



**CINEMAGE
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NEWS RELEASE

CINEMAGE CORPORATION

Cinemage Teams Up With True Colours

Vancouver, BC (29 January 07) – Cinemage Corporation is pleased to announce that it has signed a Working Partnership Agreement with True Colours Graphic Reproduction Ltd. of North Vancouver, BC. Under the terms of the agreement True Colours will provide outsourcing services for Cinemage’s Print & Ship services, through which Giclée reproductions from Cinemage’s digital archives of fine art and photography are printed on large format machines at True Colours.

“We are extremely pleased to have a company of True Colours’ reputation providing the printing services for our Print & Ship services”, said Edgar Froese, CEO of Cinemage. “They have the proven printing expertise and experience to produce a first class product, which is what we want for our online prints-on-demand clients.”

True Colours, established in 1991, has become one of the Lower Mainland’s leading providers of high end digital colour printing and graphics and has been offering fine art printmaking services from its modern 2,500 square foot facility in North Vancouver for the past twelve years, achieving close to \$1 million in gross revenue in its last financial year and cash flow positive for many years. The company utilizes a myriad of high technology equipment to produce a diverse range of products including limited edition Giclée prints and digital image capture, balancing cost effective operation with leading edge systems to guarantee the most accurate colour output possible.

“We realised when we started printing reproductions that we would need a lot more digital printing experience than we had originally thought to get the level of quality we were striving for”, added Froese. “We could go out and hire the skill set, or enter into a cost-effective outsourcing agreement with someone who already had it. We chose the

latter, and are confident that this decision will bring us to market faster with a better product than building our own printing department.”

Cinimage is positioned in the Internet eCommerce market sector. Its subsidiary ACT has developed a proprietary market-ready software engine capable of deployment in many Internet-based applications. As an Applications Service Provider Platform, the Cinimage system is capable of securely hosting and selectively distributing digital goods and Internet content for transaction fees, and processing these fees in e-commerce applications. With affiliates it has created a Giclée art reproduction service, in which digital representations of works of art are viewed and purchased online for downloading and printing on large format printers at a Print & Ship centre for delivery to the buyer.

“A significant investment of time and money has gone into, and continues to go into, building our digital printing and scanning service with advanced colour management to ensure the best colour output possible through a broad range of media using several different machines”, said Carl May, President of True Colours. “We are pleased that we were selected for this business partnership, and are confident that our uncompromising quality, attention to detail and efficient work-flow will see it adding substantially to our printing volume and business growth.”

For more information, contact:

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