



**CINEMAGE
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NEWS RELEASE

CINEMAGE CORPORATION

Cinemage Appoints Murray Smith As VP, Strategic Sales

Vancouver, BC (8 January 07) – Cinemage Corporation is pleased to announce the appointment of Murray Smith as Vice President, Strategic Sales & Marketing. Murray brings over 20 years of experience in marketing leadership to his position. Honoured with the nomination of “Marketer of the Year” in 1996 by the American Marketing Association, Murray has worked for such “household” brand name organizations as Pepsi-Cola, Kraft General Foods, Burger King, Scotiabank, Rogers AT&T Wireless and BC Gas.

Murray has since built a reputation for creative, results-driven sales and marketing initiatives that have spawned a successful full-time consulting business. Here, Murray has worked on a wide array of marketing and communication tasks from naming through to product launch. Murray has established a high-tech client list in both Canada & the US where his ability to network on behalf of clients and over achieve on billing targets has earned him a solid reputation amongst high-tech start-ups.

“We are extremely pleased to have Murray lead our product and services sales drives”, said Edgar Froese, CEO of Cinemage. “We are ready to aggressively commercialize our products and services, and Murray brings to the task a diversity of experience that blends traditional media marketing with much more cost effective web based marketing strategies that ties nicely to our product and services market sectors.”

Murray is an experienced & accredited media planner & buyer (NABA & CAB), a certified focus group facilitator, has spoken at Colleges and Universities throughout the US & Canada as well as Media & Telecom conferences and is a published author of “Media 101” – a textbook still in use in a number of Colleges.

Cinemage 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 Cinemage 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 Giclee 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.

Its acquisition target Be-Intouch (disclosed by News Release on November 28, 2006) is positioned in the on-line Internet virtual meeting sector; the Be-Intouch system integrates fully interactive voice (VoIP) and video communications with a complete set of computer-based presenter tools including white board, PowerPoint, Word or spreadsheets that can be used for a diversity of applications such as: sales presentations; real-time technical guidance and assistance; educational courses; or new product introductions.

Be-Intouch has entered into an agreement with MC Electric Vehicle of Seattle, WA (as disclosed by News Release on December 11, 2006) to build an online Internet dealer service support network. The integrated, collaborative web-based service combines the database storage, search and retrieval capabilities of the Cinemage engine with the collaborative communication tools and video capabilities of Be-Intouch.

The new venture represents a major step forward in combining the technologies of Cinemage and Be-Intouch, hosted on the net at www.cinemage.com and www.beintouch.com respectively.

For more information, contact:

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