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## Press Release

### **Immersive Media Corp. Appoints Larry Logan as Chief Marketing Officer**

*Former WebMD and Playboy Enterprises executive to bring 360-degree, full-motion video technology to the entertainment and brand marketing industries*

**CALGARY, AB – September 16, 2009** – Immersive Media Corp. (TSXV: IMC), the world leader in 360-degree, full-motion, interactive video, today announced the appointment of Larry Logan as chief marketing officer (CMO). Logan, who is based in the company's Portland, Oregon office, is tasked with solidifying Immersive Media's leadership position in spherical mapping and surveillance, while advancing the company's collaboration with media, entertainment, sports and brand marketing organizations.

"Immersive Media has been the behind-the-scenes pioneer of next-generation video technology, enabling everything from 'street view' mapping for global search engines to unparalleled situational awareness for military and law enforcement groups," said Logan. "Yet the possibilities and uses for interactive, 360-degree video experiences are limitless. As Red Bull, Mercedes-Benz and Armani Jeans have recently shown, Immersive Media technology can produce deeper, more engaging entertainment and branding. And we plan to help more companies capitalize on this immense opportunity."

Logan's background spans film and television marketing, media production, wireless communications and digital imaging. He is now responsible for Immersive Media's worldwide marketing efforts, including branding, product marketing, advertising, corporate communications, online presence and new media initiatives.

"Larry is a highly respected marketing expert who has advanced leading global brands such as WebMD and Playboy Enterprises," said Myles McGovern, president and CEO of Immersive Media. "This new CMO role is a critical component of our continued growth, particularly as we bring immersive, online video experiences to consumer brand marketers as well as entertainment, media and sports companies."

Prior to joining Immersive Media, Logan was the CMO for Absorbent Technologies Inc. (ATI), where he established Zeba as the world's leading brand for growing more food with less water. Previous positions include vice president of marketing at WebMD, Inc., vice president and creative director at Playboy Enterprises, Inc., Chief Marketing Officer at Verde Media, Inc., and director of brand marketing at Digimarc, Inc.

#### About Immersive Media Corp.

Immersive Media Corp. is the pioneer and leading provider of 360-degree, full-motion, interactive video experiences. Its one-of-a-kind geodesic camera and full production services –

including rental equipment, training, filming, post-production and distribution options – create high-resolution, immersive video for a variety of uses. From mapping and exploration to monitoring and surveillance to branding and entertainment, Immersive Media customers and agents produce the deepest, most engaging video experiences possible.

Immersive Media is a publicly traded company that is listed under the symbol "IMC" on the TSX Venture Exchange. For more information, please visit [www.immersivemedia.com](http://www.immersivemedia.com).

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