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Press Release

Immersive Media Corp. Named to Deloitte Technology Fast 50 List

CALGARY, AB – October 20, 2009 – Immersive Media Corp. (TSXV: IMC www.immersivemedia.com), the world leader in 360-degree, full-motion, interactive video, today announced it has been recognized by Deloitte & Touche LLP as among the fastest growing Canadian-based technology companies in its 2009 rankings. The Deloitte Technology Fast 50™ program is Canada's pre-eminent technology awards program and evaluates companies based on competitive advantage, size, growth and market attractiveness.

“Immersive Media showed its resiliency in these tough times by increasing its revenues by 2,365 percent over the past five years,” said Duncan Stewart, director of Deloitte Canada Research. “And through their commitment to technology development, companies such as Immersive are strategically positioning themselves for a stronger and even more competitive future during the recovery.”

“We are honored to be recognized by Deloitte on the success of our market performance,” said Myles McGovern, Immersive Media president and CEO. “By continuing to introduce new technologies and services that provide our customers with a competitive edge, we remain focused on strengthening our industry-leading position.”

Immersive Media's patented image capture and display technology puts the viewer in the middle of the action for streaming website videos. With a simple click and drag of a computer mouse, each viewer can control his or her point of view, looking sideways, up or down, or all around in 360-degrees, while also pausing or zooming in or out of the action.

Immersive Media is the behind-the-scenes pioneer of next-generation, interactive video technology for street view visual mapping and situational awareness for military and public safety applications. The company has expanded its interactive video into advertising, entertainment and product marketing campaigns for such brands as Red Bull, Mercedes-Benz, adidas, the NBA and Armani. Entertainment industry veteran Larry Logan was recently tapped as chief marketing officer as the company bolsters its production and post-production capabilities.

Immersive Media's “spherical storytelling” videos added a new dimension to Microsoft's recent launch of its Xbox Halo 3: ODST game. The Immersive video clips appear on the Halo 3 home website, accessible only to viewers who input a secret code provided to them in broadcast commercial and online ads. Once input, the code unlocks a totally immersive three-dimensional experience.

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.

About Deloitte Technology Fast 50

The Deloitte Technology Awards Program features four distinct categories. To qualify for the Deloitte Technology Fast 50 ranking, companies must have been in business for at least five years, have revenues of at least \$5 million, be headquartered in Canada, own proprietary technology, and conduct research and development activities in Canada. A panel of industry experts evaluate and judge companies based on four key criteria: competitive advantage; size, growth, and market attractiveness; management effectiveness and organization; and financial performance. Program sponsors include Deloitte, Gowlings, GrowthWorks, RBC Capital Markets, Wellington Financial, Stonewood Group, CATAAlliance and IGLOO.

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