



For Immediate Release

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Magnetic Media Holdings, Inc Taps CI-Lumen to build 3DTV

New York, NY, October 18th, 2007, Magnetic Media Holdings, Inc. (MMH) today announced that they have selected CI-Lumen Industries, LLC. (Hauppauge, NY) to assemble the company's new Archetype™ 3DTV, a patent-pending technology that modifies standard LCD monitors enabling them to produce enhanced 3D content without the use of any special eyewear. "We are very are extremely pleased to announce our new partnership with CI Lumen, after researching many integration companies we felt that that CI lumen was best equipped to handle the assembly of our new Archetype 3DTV. Their great reputation and expertise in the LCD industry along with their ability to integrate new technologies with our product made our choice an easy one", said company CEO, Tom Zerega. As part of this agreement, the companies also noted that CI Lumen will be marketing 3DTV to their strong client base in the digital signage industry.

"We are very excited to be working with Magnetic Media on the enhancement and marketing of their cutting edge 3DTV monitor. This is the a one-of-a-kind product that promises to revolutionize the out-of home market, having the opportunity to present this to our clients was something we did not want to pass up," said Executive Vice President, Paul Kline.

Plans call for the companies to start production next month on screen sizes ranging from 24" inch to 57" monitors.

About CI-Lumen Industries, LLC. Located in Hauppauge, NY

CI-Lumen Industries, LLC. Is a Wholly Owned Subsidiary of Component International. Lumen Technology International was added to the CI Group of companies in April of 2006 and was subsequently re-named CI Lumen Industries. CI Lumen is a leading supplier of LCD enhancements and complete LCD monitor solutions. Their proprietary in-house optical bonding capability provides a sound platform for in house manufacture of a full spectrum of LCD enhancements offering improved visibility, reliability and performance. SDB Certified by the SBA.

About Magnetic Media Holdings Inc.

MMH is an end-to-end solution provider of 3D Digital Media products and services. The Company has developed a patent-pending technology that modifies standard LCD's screens, enabling them to display 3D video content which can be viewed without the aid of any special eyewear.

