

Dynamic Media Holdings, Inc. (PINKSHEETS: DYM) is pleased to announce that Evermedia Biometrics Corporation, a wholly owned subsidiary of Dynamic Media Holdings, Inc., has signed a Memorandum of Understanding with The Peter Kiewit Institute, one of the nation's leading institutes for information science, technology and engineering. The collaborative venture establishes strategic research and development opportunities at the local, state and national levels. This will allow Evermedia to advance the working knowledge of biometric technologies and to further the development of multimodal biometric identification applications that can be used to enhance capabilities in areas of security, transportation and access control.

The initial research focus will be the testing and evaluation of conceptual biometric functionalities using iris recognition algorithms to identify specific industry applications, particularly in national defense, finance, banking, and ranching (i.e. cattle). Within these industries, the aim of the research is to produce cost-effective and mobile biometric tools to enhance identification management, verification against ID theft and fraud, and differential diagnosis and tracking of cultivated animals.

"Our relationship with PKI (The Peter Kiewit Institute) extends beyond simply having a cutting-edge facility to conduct research," says Evermedia CEO Jonathan Sym. "They not only have some of the brightest students, faculty and staff in the country, but their leaders truly understand the benefits and value of biometrics research. PKI and its people are the most forward thinking and visionary group of academics I've ever had the pleasure to work with. I think we can build great things together." Additionally, "I am very grateful to Congressman Lee Terry and Dr. Winnie Callahan for supporting our goals. We look forward to meeting and surpassing all of our goals with PKI in the wonderful city of Omaha for years to come."

**Instrumental in establishing a research partnership with The Peter Kiewit Institute was the U.S. Congressman Lee Terry, representing Nebraska's 2nd Congressional District. "I have a great deal of respect for Jonathan's (Sym) entrepreneurship, his military service to our country, and his efforts to develop security applications in Nebraska," said the Honorable Lee Terry. "Omaha has a very supportive infrastructure for growing technology companies like Evermedia Biometrics and has many resources to enable future success."**

Based in Omaha, Nebraska, The Peter Kiewit Institute was conceived in 1996 and is home to the University of Nebraska's (Omaha) College of Information Science and Technology and the (Lincoln) College of Engineering. Their state-of-the-art facilities include the Scott Technology Center with laboratories involved in security technology, intelligent transportation, grid technology and bioinformatics in addition to the Holland Computing Center which houses one of the largest clusters (supercomputers) in the world. "We are pleased and excited to be working with the Evermedia team," said Dr. Winnie Callahan, Executive Director of the Peter Kiewit Institute. "Biometrics is a fascinating technology; one that will become much more prevalent in the near future. I believe our students will benefit greatly from working in this growing area of research."

