



SoMedia Networks Changes Name to VidWrx

New name and VidWrx.com website improves product market alignment as part of anticipated international expansion and launch of demand generation and content marketing initiatives.

VANCOUVER, BC, September 8th, 2015 – **VidWrx** (TSX-V:VID), ("SoMedia" or the "Company"), the pioneer of scalable cloud-based video production solutions, is excited to announce today that the Company's shareholders and Board of Directors have approved a name change of the Company to VidWrx Inc.

Founded in 2006, SoMedia's primary focus to date has been the development of scalable video production solutions for corporate marketers and agencies in any volume, anywhere in North America. As VidWrx, the Company will expand its sales and marketing efforts to include content marketing and demand generation programs under the tag line: "Video Production Simplified".

"We're extremely excited to announce our name change to VidWrx and launch a new more direct and simplified website," said George Fleming, CEO and Founder of VidWrx. "By aligning our name and messaging better with the products and services we provide we're able to simplify our market positioning and implement more effective marketing programs. Our goal is to take advantage of being the largest on demand video production company in the market and the only company with simple to use, scalable video production solutions. This is a big step towards that goal. We're now able to expand into content marketing and demand generation programs and begin international rollout of our cloud based services and platforms."

VidWrx will continue to operate in its current structure and there has been no change in operations, management, staff, and its downtown Vancouver location.

For more information, visit our new website at VidWrx.com.

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About VidWrx

Founded in 2006 as SoMedia Networks, VidWrx is an industry pioneer, providing scalable video production services to marketers and digital agencies in any volume, anywhere in North America. Combined with its online platform and proven processes, VidWrx' expert production teams ensure exceptional customer service and affordable, high quality videos.

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