

INNOVATIV MEDIA GROUP (INMG) CEO WRITES CARRIE FISHER TRIBUTE FOR THE HOLLYWOOD REPORTER

LOS ANGELES, CA – February 23, 2017 – (NEW MEDIA WIRE), Innovativ Media Group, Inc. (OTCPK:INMG) ("Company"), announced today that its CEO has written a special tribute article on Carrie Fisher for the Oscar Week edition of the Hollywood Reporter recounting his date with the young actress to the 1978 Academy Awards.

The article is available both online and in print and it can be viewed at:

<http://www.hollywoodreporter.com/features/i-was-carrie-fishers-1978-oscar-date-spielberg-lucas-a-3-am-afterparty-john-belushi-977441>

About Innovativ Media Group, Inc.

Innovativ Media Group (Innovativ) is a developer, producer and distributor of digital entertainment and other multi-media content. It distributes the motion picture assets of Lux Digital Pictures and, via New Broadway Cinema, develops adaptations of stage shows utilizing its trademarked DigiTheater™ Virtual Reality process. Innovativ also operates The Alien Interview Channel on YouTube, in partnership with FullScreen, Inc., the premium online channel HPLovecraft.TV and is a principal in the Film Finance Exchange. <http://innovativmedia.com>

Forward-Looking Statements:

This press release contains certain "forward-looking" statements, as defined in the United States Private Securities Litigation Reform Act of 1995 that involve a number of risks and uncertainties. Statements, which are not historical facts, are forward-looking statements. The Company, through its management, makes forward-looking public statements concerning its expected future operations, performance and other developments. Such forward-looking statements are necessarily estimates reflecting the Company's best judgment based upon current information and involve a number of risks and uncertainties, and there can be no assurance that other factors will not affect the accuracy of such.

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