

Media Release



Cold weather drives dramatic increase in DVD rentals

3 August 2010: Quickflix Limited, Australia's leading online movie rental and subscription company, has seen a sharp rise in DVD rentals in July as Australian families took refuge from the usually cold weather and sought convenient home entertainment.

The record cold temperatures around Australia combined with a great line-up of new release films saw Quickflix total membership grow by more than 20% in July with more than 500 new subscribers joining up to the service each day. DVD rentals increased by more than 50% compared to the same period last year.

"Winter school holidays are one of the peak periods for DVD rental in Australia," said Hannah Schwartz, Chief Marketing Officer, Quickflix Limited. "This year, however, we have seen a dramatic increase in the number of rentals across the board - not just in the PG and G categories."

Within the PG and G categories, animated features once again proved to be the popular entertainment choice for Australian families during the holidays.

"The top five most-rented family DVDs last school holidays were dominated by animated films," said Schwartz. "Animation is very popular with both kids and parents as they entertain on multiple levels."

Parents juggling work and family commitments enjoy the convenience of online DVD rentals. Renting online means that parents can order movies and set up a rental queue from the convenience of work or the comfort of home - a much easier alternative to packing the kids into the car and setting off for the local video shop on a cold winter night.

And if plans change and it's no longer movie night, Quickflix has no specified DVD return deadline so there are no late fees. Simply when you return your DVD, the next one in your playlist or queue will be dispatched.

www.quickflix.com.au

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About Quickflix

Quickflix is Australia's leading online DVD rental subscription company with a choice of over 40,000 movies, TV series, documentary and sporting titles across 400 genres. Members choose titles to watch to their Quickflix Queue online. DVDs are then automatically selected from the Queue and delivered in Quickflix's special individual postage-paid envelopes arriving within one day to most of Australia. Watch the DVD and return it in the Quickflix reply-paid envelope provided and the next DVD on the Queue is delivered. There are no due dates or late fees. Subscription plans start from \$9.95 per month and members can cancel anytime. Quickflix's network of distribution centres in Sydney, Melbourne, Brisbane, Perth, Adelaide and Hobart handle service the whole of Australia.

Quickflix is listed on the Australian Stock Exchange (ASX: QFX). www.quickflix.com.au
