



ASX Announcement

13 July 2011

Quickflix and Sony Australia sign digital distribution deal

SYDNEY: Quickflix Limited (ASX: QFX) is pleased to announce it has signed an agreement with Sony Australia to provide a subscription movies streaming service through Sony's next generation internet connected consumer devices.

The agreement with Sony means that Quickflix will stream movies to all Sony Bravia Internet Video (SBIV)-connected televisions, any television connected to SVIB-capable Blu-ray players and Home Theatres, as well as VAIO computers in Australia.

Quickflix Chief Executive Officer, Mr Chris Taylor said, "We're delighted Sony will be a key partner as Quickflix commences our movie streaming service. This is a watershed moment and we look forward to bringing Quickflix directly into the lounge rooms of homes throughout Australia."

Sony has launched 22 Internet Protocol Television Bravia models (IPTVs) into the Australian market.

"The 2013 switchover to digital TV, and the launch of IPTV devices such as the Sony Bravia, is increasing demand for digital entertainment in the home," Mr Taylor said.

"Our online DVD rental subscription service is growing rapidly and we are attracting more and more subscribers.

"The next step in our mission to reach a million customers in five years is the introduction of our streaming service. This will give customers the ultimate choice of the largest range of movies in Australia and an amazing selection of instant viewing through streaming combined with DVD and Blu-ray."

The Quickflix service in Sony Bravia televisions, SBIV-connected Blu-ray players and Home Theatres, as well as VAIO computers, will launch later this year.

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About Quickflix

Quickflix's vision is *Entertainment you want, whenever you choose*. Our mission is to become a major entertainment brand in Australia and attract a million customers within five years. Today we are Australia's leading online DVD rental subscription company with almost 50,000 movies, TV series, documentary and sporting titles across 400 genres. Members add titles 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 \$9.99 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