

ASX Announcement



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Quickflix launches Digital Movie Download Service

Download films on same day as DVD release

Leading online DVD rental company, Quickflix, will launch a digital movie download service starting with acclaimed film *The Curious Case of Benjamin Button* which is set for release on 3 June 2009.

The digital download service will be offered by Quickflix in partnership with Warner Bros. Home Entertainment Group Australia and will be available for online purchase or rent on the same day as DVD and Blu Ray release.

Quickflix Founder & Executive Director Stephen Langsford said the download service would provide movie lovers with greater choice in the way they access and experience their favourite films.

"Digital downloads will give our customers a whole new level of control over their content viewing patterns and habits," he said

"Quickflix online movie customers are already requesting more than 150,000 movies each month, which are delivered to their home in DVD or Blu-ray format. By offering digital downloads at the same time as the DVD and Blu-ray release we will be providing more options and even greater convenience for the online consumer."

Downloading the film is as easy as visiting www.quickflix.com.au and following the links. Customers do not have to be a Quickflix member to download the film for rental or to own.

The films will be available in standard definition quality and will mirror standard Australian DVD retail and rental costs.

Langsford said the digital download service would also provide consumers with a viable alternative to online movie piracy.

"The launch of legitimate digital movie downloads in Australia is a big day in the fight against online piracy," he said.

"Downloading via this service is much more attractive than illegal piracy to film fans because it is consistently reliable and the end product is of such high quality."

"*The Curious Case of Benjamin Button* has been our most requested pre-release film so we are confident that the demand for the digital downloading of this title is going to be strong," Langsford said.

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About Quickflix

Quickflix is Australia's largest independent online movie subscription company with a choice of over 35,000 film, TV series, documentary and sporting titles across 400 genres in DVD and high definition Blu-ray formats.

Quickflix delivers rental DVDs to anywhere in Australia free of charge (next day in most major cities) and there are no late fees or return deadlines. Since commencement Quickflix has delivered over five million DVDs and now delivers almost two hundred thousand DVDs each month.

Quickflix (QFX) was listed on Australia Securities Exchange in 2005.

www.quickflix.com.au