



ASX and Media Release

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Quickflix launches iPhone App for movie lovers on the go

Sydney, Australia: Quickflix Limited (ASX:QFX) Australia's leading online DVD rental and movie subscription company, today announced the launch of its new iPhone app heralding a new era of convenience in selecting movie and TV shows from Australia's largest online DVD & Blu-ray library.

The million Australians who are estimated to own an Apple iPhone can now download the Quickflix iPhone app for free from the Apple iTunes App Store. Consumers without an iPhone have not been overlooked. Visitors accessing Quickflix through a web enabled phone will automatically be directed to the new mobile version of its popular website for an optimal browsing experience.

Quickflix CTO & head of product development Tim Parsons, commenting on the launch said "We know from surveying our subscribers that 80 per cent of those who own an iPhone want to use it for searching and browsing the Quickflix movie database and selecting titles to add to their personalised viewing Queue. We've launched the new iPhone app to satisfy that demand and make the Quickflix service as convenient as possible."

"The Quickflix website already supports close to 50,000 subscribers who add over 200,000 movies and TV shows to their playlist every month. Our new iPhone app and mobile site are part of our commitment to product innovation which includes mobile content platforms, integration with social networking sites such as facebook, and future video-on-demand services through IP devices."

Founder and Executive Chairman of Quickflix, Stephen Langsford said the new iPhone app makes Quickflix's massive range of movies and TV shows even more accessible for movie lovers.

"Next time you're reading a movie review on the bus on the way to work or watching a preview of an upcoming movie at the cinema you can now instantly Queue that up through your iPhone or mobile web browser and Quickflix will deliver it to you."

Specific features of the Quickflix app include:

Discover

Search through the Quickflix catalogue of over 40,000 titles to find timeless classics, favourite TV series, family flicks, new releases and more. (Fig 1.1)

Queue Management

Heard of a great movie, or just read a review? Use the app to add, delete and reprioritise your movie Queue and see it instantly updated. (Fig 1.2)

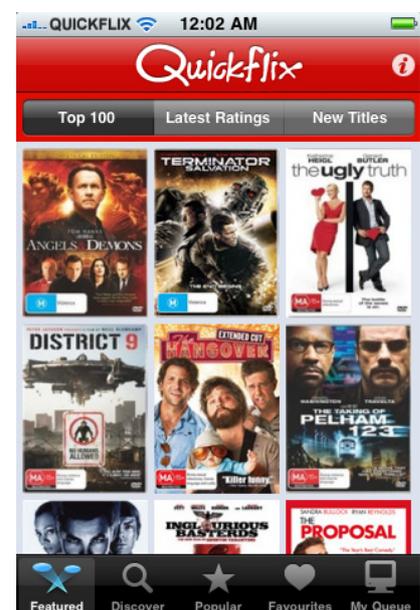


Fig 1.1- Discover

Favourites (app exclusive feature)

Bookmark your all-time favourite movies as a handy reference in your app - and then send them to your Queue when you're ready to watch them.

Send to a friend

Find a movie you want to recommend and easily send it to a friend.

Security

You can use the app safe in the knowledge that it does not grant access to personal or payment details, nor the ability to reset account passwords or details.

Free Trial

Both the Quickflix app and mSite (m.quickflix.com.au) include a free trial offer for non-members. You can sign up to trial Quickflix right from your phone.

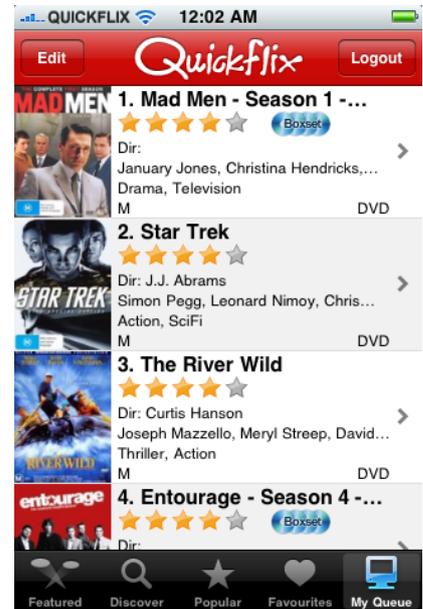


Fig 1.2 - Queue Management

The Quickflix app was developed in collaboration with mobile specialist Mogeneration, is free to download and can be accessed here: <http://www.quickflix.com.au/iphone>

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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 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 service the whole of Australia.

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