

MANY OF THE MAJOR HOLLYWOOD FILMS WILL NOW BE

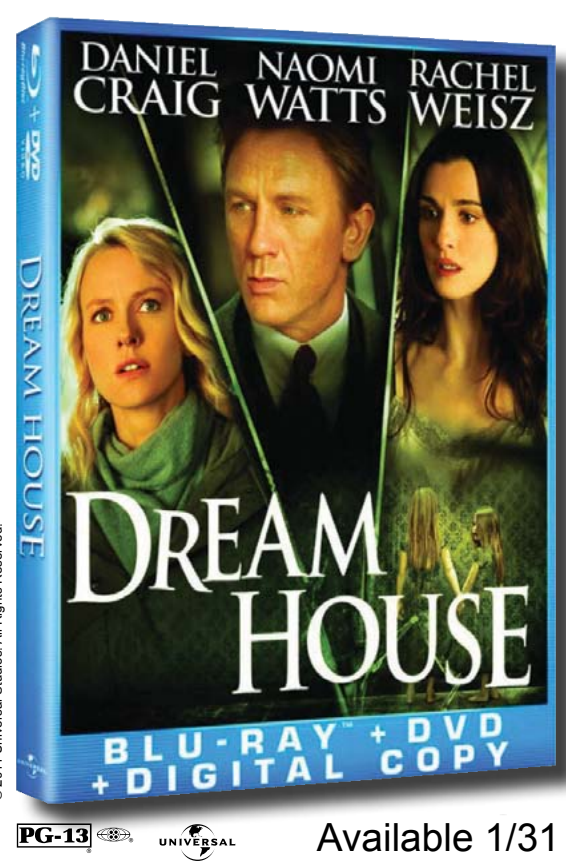
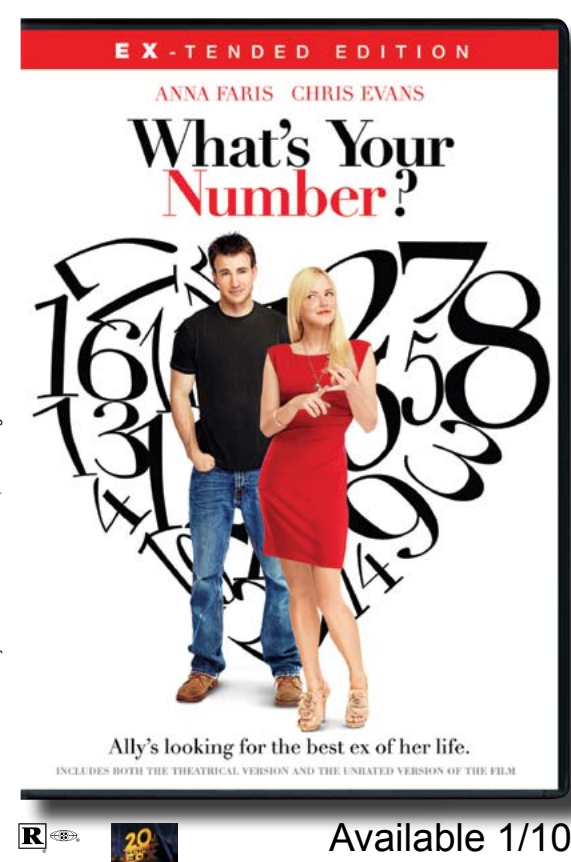
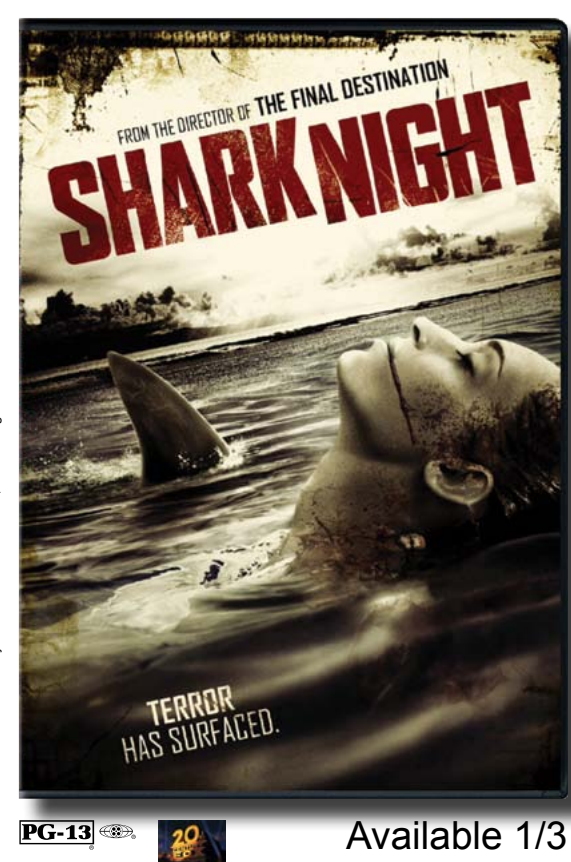
# Available Here 1st

BEFORE VENDING MACHINES  
BEFORE MAIL

BEFORE MANY NATIONAL RETAILERS

Don't be the last to see such incredible Hollywood films such as

JANUARY 2012



JANUARY 2012

REAL PEOPLE, REAL SERVICE, REAL VALUE

Available Here 1st

WATCH FOR THIS LOGO

Studios are limiting access of some new release DVDs and Blu-ray DVDs to, but not exclusively, video stores for a specified period of time. This logo and all marketing materials surrounding the "Available Here 1st" promotion are meant to inform consumers that there is some form of limited access attached to the traditional distribution used for acquiring films upon release. While some manufacturers or studios have placed restrictions on certain films, this in no way means any business is forbidden to offer any new release films in any way by acquiring films from other sources as permitted in the First Sales Doctrine. Traditional forms of distribution is considered wholesale sellers that are licensed by the content owners to sell or distribute films. "Available Here 1st" is a marketing effort used to draw attention to the restrictions put in place by content owners to certain forms of video dealers. In no way does this mean the location participating in this marketing effort or displaying any materials surrounding "Available Here 1st" is the only location consumers are able to acquire films for rental or sale or that this location is the first to have access to the films. All films advertised with this promotion or involved with this marketing effort in any way are for promotional efforts only and are not exclusive to this location. For more specific information contact the retailer where the "Available Here 1st" logo is displayed.