



automated dvd rental

**FROM INTERGALACTIC ROBOTS TO CIA OPERATIVES, ACTION THRILLERS
VOTED THE BEST AND MOST POPULAR MOVIES OF 2007**

***Redbox* DVD Rental Kiosks Feature The Year's Top Movies**

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Oakbrook Terrace, Ill. – According to the *Redbox* “Best of 2007” Survey, watching movies was a popular activity in 2007, and action-adventure films were at their best. *Redbox*, the fully automated DVD rental system featuring new release rentals for \$1 per night, asked customers to rate their favorite 2007 films and award-worthy performances. The survey found the average respondent watched 11-15 movies in 2007, with action films representing the most popular genre for movie rentals (40.3 percent). With the Hollywood awards season just around the corner, following are the year’s favorite films and performances according to *redbox* customers nationwide:

You Gotta See This. “Transformers” was the must-see and must-own movie of the year (22.6 and 18.3 percent, respectively). “The Bourne Ultimatum” (20.5, 14.9 percent) and “Pirates of the Caribbean: At World's End” (9.5, 12.1 percent) also topped the 2007 list of favorites.

Chemistry 101. “Music and Lyrics” was voted the best date movie of 2007 by both men and women, however, men felt Chuck and Larry from “I Now Pronounce you Chuck and Larry” had the best on-screen chemistry (19.8 percent), while women preferred the on-screen romance of Shrek and Fiona from “Shrek The Third” (26.3 percent).

Woulda, Coulda, Shoulda. The unique storyline and special effects of “300” earned it the award for ‘movie I most wish I had seen in theatres’ (23 percent). Perhaps better suited for the small screen was “Shrek The Third” – voted top ‘movie I wish I had waited to see on DVD’ (8.9 percent).

And the Award Goes To: Men gave Keira Knightley the award for female performance of the year in “Pirates of the Caribbean: At World’s End” (21 percent). Women preferred Nikki Blonsky in “Hairspray” (26.4 percent). For best male performance, women selected Johnny Depp in “Pirates of the Caribbean: At World’s End” (27 percent), while men voted for Matt Damon in “The Bourne Ultimatum” (27.9 percent).

You’ll Laugh, You’ll Cry. “Wild Hogs” was the 2007 laugh-out-loud movie of the year (22.6 percent), while “Freedom Writers” took honors for best dramatic film (23 percent). According to the *Redbox* “Best of 2007” Survey, the endearing “Ratatouille” was remembered as the best family fun movie of the year (31 percent), followed by “Shrek The Third” (24.2 percent) and “Meet the Robinsons” (10.5 percent).

Only You. Male respondents selected “Good Luck Chuck” star Jessica Alba as the movie star they would most like to date and marry (25.4 and 21 percent, respectively). Female respondents, however, apparently seek different traits. While women chose Orlando Bloom, star of “Pirates of the Caribbean: At World's End,” as the movie star they’d most like to date (16.5 percent), they’d prefer to walk down the aisle with “American Gangster” star Denzel Washington (14.6 percent).

With more than 6,300 locations nationwide and a convenient rent and return anywhere policy, *redbox* makes checking out the hottest new films easier than ever. Movie fans can now enjoy favorites such as “3:10 To Yuma,” “Rush Hour 3” and “Underdog” at *redbox* kiosks nationwide for only \$1 per night.

Each fully automated *redbox* kiosk holds more than 500 DVDs, representing 100-150 of the newest movie releases, with new titles available every Tuesday. Consumers aged 18 and older can use a touch screen to select their favorite movies, swipe a valid credit or debit card and go. The complete transaction takes less than 60 seconds. Customers can keep the DVD for as long as they’d like for \$1 per night plus tax. After 25 nights, rental charges cease and the DVD is the customer’s to keep.

In addition, *redbox*’s patented rent-and-return anywhere technology allows consumers to rent DVDs at one location and return them to any *redbox* nationwide. Consumers also can guarantee their favorite movie is in stock and waiting for them, by reserving a DVD online at www.redbox.com and picking it up at the kiosk of their choice.

About *Redbox*

Redbox Automated Retail, LLC is the nation’s leader in automated DVD rental services. *Redbox* continues to revolutionize the DVD rental industry with kiosks featured in the nation’s leading grocery stores, select McDonald’s restaurants and other locations nationwide. In September 2006, *redbox* launched online rentals – offering guaranteed and immediate access to new release titles with no membership or mailman required. *Redbox* Automated Retail, LLC is owned by Coinstar, Inc., McDonald’s Ventures, LLC, a wholly-owned subsidiary of McDonald's Corporation, and private investors. More information about *redbox* can be found at www.redbox.com.

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Editor’s Note:

The *Redbox* “Best of 2007” Survey polled 1,171 *redbox* customers nationwide.