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## PRESS RELEASE

FOR IMMEDIATE RELEASE

### **DVDXpress Launches Internet DVD Reservations**

NEW YORK, NY - Aug 31, 2006- DVDXpress Inc., a leading operator of automated DVD rental kiosks in the US, announced today the launch of its Internet Reservations Service. Customers can now go online to see what DVDs are in stock at any kiosk in the DVDXpress network and reserve the movie of their choice. The reserved movie will be held automatically for customers to pick up at their neighborhood BI-LO, Food World, or Bruno's supermarket in the Southeast and at Pathmark stores in the Northeast by simply swiping a credit card at the kiosk.

"Due to the popularity of the DVDXpress kiosks among supermarket customers, our retail partners asked us to come up with a way to make the rental process even faster and more convenient for movie renters," said Arun Mathur, Chief Marketing Officer for DVDXpress. "Now with the ability to browse and reserve DVD titles via the Internet, DVDXpress kiosks will be able to serve more customers even faster."

"We are thrilled to offer our customers the additional convenience of reserving DVDs online to pick up at the DVDXpress kiosks in our stores," said John Symons, Executive Vice President of Sales and Operations for BI-LO/Bruno's, "This has the dual benefit of speeding up the rental process at the kiosk and providing certainty that a shopper's favorite movie will be available when he or she makes the trip to the kiosk."

DVDXpress was the first to implement RFID disc recognition, the first to rollout a network of wireless kiosks, and is now the first to go live with a real-time Internet reservations service for its network of DVD rental kiosks. The DVDXpress Internet Reservation Service is expected to attract an increased percentage of destination-type

users to the kiosk which is a highly attractive prospect for the supermarket chains that host the kiosks.

**About DVDXpress**

DVDXpress has been providing movie lovers with a more convenient way to rent DVDs via its automated kiosks since 2001. The Company currently operates over 225 kiosks in 10 states and is growing rapidly. Customers can get more information and reserve their favorite DVDs at [www.dvdxpress.net](http://www.dvdxpress.net).

**About BI-LO/Bruno's**

With headquarters in Mauldin, SC, BI-LO/Bruno's operates a total of 310 supermarkets in South Carolina, North Carolina, Georgia, Tennessee, Florida and Alabama and employs 23,500 people. DVDXpress kiosks are currently located in over 150 BI-LO/Bruno's supermarkets, since the first installation in August 2005.

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