



MEDIA RELEASE

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Association launches Top 10 games rental chart

The Australian Video Rental Retailers Association has today launched Australia's first Top 10 computer game chart which tracks game rental activity and ranks the most popular games for rent across the country.

The AVRRA Top 10 Games Rental chart reveals the most popular games by collating a month's rental activity data from more than 150 stores in New South Wales, Victoria, Queensland, South Australia and Western Australia. The ranking arrives at the Top 10 by counting every time a game is hired. The data is supplied by Playhard Entertainment, which is the only revenue-share games library supplier in Australia.

"There is strong demand for games libraries by video stores right across the country and plenty of demand from consumers to rent the quality games," says Alan Thompson, Managing Director, Playhard Entertainment.

"In Australia consumers like a broad range of games, but the winners are always the high-quality games. The stand-out games for rental revenue over the past year have been PS3's Metal Gear Solid 4, 360's Gears of War 2 and Wii's Mario Chart," says Thompson.

"We are delighted to be working with Playhard Entertainment to track games rental trends," says Ross Walden, AVRRA's Executive Director.

"This is AVRRA's second rental chart initiative to track video store activity and trends, following the launch last year of our AVRRA Top 20 Movie Rentals. The data is useful for what it reveals about consumer choice and is also indicative of buying and promotion trends in the trade," Walden says.

The AVRRA Top 10 Games Rental titles (1 to 10) for the month of February 2009 are: Halo Wars (360), Killzone (PS3), Street Fighter (360), House of the Dead: Overkill (Wii), Dead Rising (Wii), Fear 2 (360), Deadly Creatures (Wii), Street Fighter (PS3), Pikmin 2 (Wii), Fear 2 (PS3).

Media: For access to the AVRRA Top 10 Games Rental monthly rating, or to interview AVRRA representatives, contact Debra Maynard of Hootville Communications on 0407 299 007.

About AVRRA

AVRRA is the industry body for Australia's video and DVD rental industry. It represents more than 50 per cent of all video libraries in Australia. Visit: www.avrra.com.au