



FOXTEL SUED BY AVRA

Industry Group Launches Counter Claim

The Australian Video Retailers Association* (AVRA) today filed a cross-claim against Foxtel Management Pty Ltd alleging that its advertising of Foxtel Digital has been false and misleading. The cross-claim was lodged in the Federal Court, Sydney.

At the centre of the cross-claim is Foxtel's marketing campaign for its new Foxtel Digital network that AVRA believes gives consumers false and misleading information concerning pricing and release dates of films. The cross-claim is seeking an injunction against Foxtel to prevent Foxtel from continuing its misleading advertising.

Foxtel is currently suing AVRA over its current in-store Pro-Rental Campaign. The Campaign; which has been distributed to approximately 1600 video stores across the country, consists of pamphlets, case covers, posters and decals highlighting the advantages of renting over pay television in relation to release dates (aka 'windows') and pricing.

Foxtel alleges statements made in the campaign materials are false and misleading. AVRA denies these allegations. The proceedings in this case including the cross-claim are back before Justice Gyles of the Federal Court in Sydney tomorrow, July 21 at 9.30am. This is opposed to the original hearing date of July 27.

"AVRA takes the interests of its members and their 13 million customers seriously," says AVRA Executive Director Ross Walden. "We won't be intimidated by any organisation – even one as large as Foxtel."

*Australian Video Retailers Association (AVRA) is the industry body for Australia's video and DVD rental industry. Members include: Civic Video, Network Video, Family Videoland, Top Leading Edge Video and select members of the Video Ezy and Blockbuster chains. Together, AVRA members represent \$650 million of home entertainment spending from 13 million members. Visit www.avra.com.au for previous media releases.

Interviews and legal background briefing available via AVRA Media Advisor Brett de Hoedt, Mayor, Hootville Communications on (03) 9510 0848 / 0414 713 802.