



AUSTRALIAN VIDEO RENTAL RETAILERS ASSOCIATION

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Video stores set to heat things up this summer

There's no denying that 2011 has been a difficult year for small business. Consumer confidence hit a low point predominantly driven by uncertainty & as a result, Australians curbed their spending & turned to saving.

In years gone by, the video rental industry prospered in these tougher economic times given it's such a cost effective home entertainment option, yet even video shops have had a difficult time recently - but that's all about to change, as the Video industry prepares to heat things up this summer with an amazing line up of movies.

There are around 200 new release movies scheduled to hit the market across December and January. Of these releases, 45 films had a theatrical release, of which 11 films each achieved a box office result of \$5,000,000 or more.

To give you an idea of the strength of releases, here's a sample of the movies being released across December 2011 and January 2012;

- Hangover 2
- Red Dog
- Rise Of The Planet Of The Apes
- Mr Popper's Penguins
- Captain America
- Friends With Benefits
- Green Lantern
- Cowboys And Aliens
- Horrible Bosses
- Johnny English Reborn
- The Smurfs
- Spy Kids 4
- The Zookeeper
- The Change Up

"It's been quite some time since we've seen such a solid line up of movies be released in such a short period and I'm sure there's something there to excite everyone" says Ross Walden, Executive Director of the Australian Video Rental Retailer's Association.

"Adding to this exciting line up of movies is the recent reduction in interest rates, which has really given consumers a shot of confidence & we're seeing consumers starting to spend again" says Walden.

Australian's love movies - so whether you're an action or drama fan or perhaps just looking for a great comedy for a good laugh, a trip to your local video store this summer is guaranteed to give you the entertainment fix you need!

For further comment please contact Ross Walden, Executive Director, AVRRA - (02)8920 2991.