



AUSTRALIAN VIDEO RENTAL RETAILERS ASSOCIATION

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Captain Jack Sparrow and Harry Potter to spoil election night ratings

Who'll be commanding attention on TV screens around the nation on election night? Not Kevin Rudd or John Howard, nor the scrums of analysts keeping a tally of how Australia votes, according to video store networks around the country, who are gearing up for a business bonanza on Saturday.

"Federal elections are brilliant for business and this Saturday will be one of our biggest trade nights for the year, across almost all of our 350-plus stores, says David Hynes, Network Video's national general manager.

"Every store record we've ever set has been on a federal election night," says Noel Anderson of Network Video Torquay (Victoria).

"We're putting on extra staff, and I'll tip new releases *Pirates of the Caribbean* and *Harry Potter and the Order of the Phoenix* to be the most-watched movie rentals on election night," says Anderson.

Civic Video's national marketing manager, Angela Borrelli, concurs: "Some stores have called in more staff to prepare for a busier than normal Saturday night, so I would recommend customers to come in early to beat the rush!"

John Price, who owns several Civic Video stores in NSW explains: "When most Australians have to get out of the house to vote knowing that that night the TV will be flooded with boring political commentary, a lot more people will visit our stores."

Leading Edge Video Group, which has almost 300 stores located in regional and metropolitan areas of NSW and Victoria, predicts a business spike of up to 40 per cent on a normal Saturday owing to the federal election. "We have also found that a night like this is great for re-familiarising customers with what their local video stores have to offer," says George Papadopoulos of Leading Edge Video.

So it will be no close call when it comes to viewing decisions on Saturday night, according to Australia's video store networks: Jack and Harry will beat Kevin and John hands down!

Media: interview opportunities available with AVRRA and other industry representatives via 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 60 per cent of all video libraries in Australia. Visit: www.avrra.com.au