



Australian Video Retailers Association Ltd.

FOXTEL SUES AVRA IN FEDERAL COURT

In Store Marketing Campaign Claimed To Be False and Misleading

The Australian Video Retailers Association* (AVRA) today pledged to fight entertainment giant Foxtel which is suing the industry association over its in-store Pro-Rental Campaign. Foxtel alleges statements made in the campaign materials are false and misleading. AVRA denies these allegations.

The Pro Rental Campaign kit; which has been distributed to approximately 1600 video stores across the country consists of pamphlets, case covers, posters and decals aimed at the 13 million Australians who rent videos and DVDs. The material highlights advantages of renting over pay television including:

- delays (aka 'windows') between movies being released to AVRA stores and the same titles being released to Foxtel customers,
- Foxtel contract pricing.

At court AVRA stated that it will bring a cross claim against Foxtel for making false and misleading statements about Foxtel's pay television service. The matter is listed to be heard again on July 27.

"AVRA will not be gagged from acting on behalf of its members," says AVRA Executive Director Ross Walden "We will stand by our members who are small business people who refuse to be intimidated by a corporate giant."

AVRA has previously successfully challenged distributor Warner Bros Home Entertainment over two tier DVD pricing.

*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 informed comment, interview opportunities and information contact AVRA Media Advisor Brett de Hoedt on 0414 713 802.