



Family Video Movie Club Inc.
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Largest Family Owned Video Chain Celebrates 30 Years With FREE Rentals for All

Celebrating 30 years of entertaining families, Family Video will rent thousands of DVDs at each of its more than 570 locations FREE with no additional paid rentals required. The anniversary celebration will start October 17th and continue through November 17th 2008.

When the anniversary special was announced at a recent company wide meeting, Store Managers erupted with cheers and applause. "That's awesome! Our customers are going to love celebrating with us," said Barb Lynaugh of Marquette, MI.

Family Video stays ahead of its competitors through its philosophy of "Wow-ing" patrons. The rental chain believes its successful reputation is a combination of outstanding customer service, a wide selection of movies and video games and the lowest possible rental prices.

"Price is important to our customers," said Keith Hoogland, President of Family Video. "In these tough economic times, families have to make decisions every day. Spending \$3.50 on a cup of coffee isn't nearly as good a value as spending the night together as a family for that same \$3.50 – or less, in our rental stores. Rental is the greatest family value."

New members receive unlimited half price rentals for the first thirty days. Each location offers hundreds of free movie rentals to children, with no paid rental required. Thousands of movies rent two for one dollar. Stores are open 365 days a year to serve customers; most are open from 10:00 A.M. to midnight.

Family Video CEO and Founder Charlie Hoogland said, "We started in 1978 with one store in Springfield, Illinois. Today, we have 570 stores in 18 states. We continue to open another store each

week. We employ almost 6,000 talented and hard working people. I can't wait until we have 10,000 people!"

Family Video, the third largest movie and game rental chain in the country, and the largest family owned, operates differently than its competitors. The Hooglands believe investing in each location by purchasing real estate, rather than leasing, gives the company strong roots in each community.

In 1946 Clarence Hoogland started Midstates Appliance & Supply Company. In 1953, Clarence's son, Charlie Hoogland took over the company. In the 1970s Midstates got "stuck" with a large quantity of videos. Charlie's team got the idea to rent the videos, and in 1978 Family Video was founded (www.familyvideo.com). This was one of the very first video rental stores in the country. Today, Charlie's son Keith leads the company as President.

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