



Family Video Movie Club Inc.

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**Largest Family Owned Video Chain Celebrates 30 Years With
1 MILLION FREE RENTALS and Counting . . .**

“As of today at noon, we have rented 1 MILLION movies for FREE,” said Keith Hoogland, President of Family Video. “We knew it would be big, but we had no idea it would be this big. We still have 18 days to go!”

Celebrating 30 years of entertaining families, Family Video started renting FREE DVDs at each of its 573 locations on October 17th. Thousands of movies in each location are renting FREE with no additional paid rental required. The anniversary celebration continues through November 17th 2008.

“This is great,” said Charlie Hoogland, Family Video CEO and Founder. “I hope we give another 2 million rentals away! Our customers are enjoying the celebration, and our employees are having a blast.”

“Customers keep coming in and asking if we are serious or if there’s a catch,” said Jason Millman of Columbia, SC. “I actually walk with them around the store to show them the racks and racks of free movies. I love to see their faces when I thank them for choosing Family Video. They’re shocked.”

“I had a customer come in and ask if all of our stores were really renting movies for free - she had never been to a Family Video before,” said Brandi Parsels of Brockport, NY. “Her son in Missouri called her and told her to find the closest Family Video and start renting.”

New members receive unlimited half price rentals for the first 30 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, the third largest movie and game rental chain in the country, and the largest family-owned, operates differently than its competitors. The Hoogland's 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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