

Family Video Movie Club Inc.
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FOR IMMEDIATE RELEASE

Celebrating Academic Excellence, Family Video Rewards Students with Free Rentals

Family Video will give Free movie and video game rentals to students for getting good grades on their final report cards. All students, Kindergarten through College, are rewarded with one FREE overnight rental for each final grade of “A” earned in any core course. Core courses include any math, language, reading, history, geography, science and spelling classes. FREE rentals include ALL movies in the store over 30 days and ALL Video Games.

For more than 30 years, Family Video has been entertaining families in our communities. “We started giving the kids free rentals 27 or 28 years ago, it’s been so long I can’t remember,” said Keith Hoogland, President of Family Video. “Every year we get letters from students, parents and even teachers, thanking us for this program. We love rewarding kids for their hard work and it’s a great way for them to start summer break.”

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.

“Even in these hard economic times while the cost of everything else is going up, we have worked hard to keep our prices as low as we can. Price is important to our customers,” said Mr. Hoogland. “There isn’t much else a family can do together for \$3 or less. Rental is the greatest family value.”

In addition to the Report Card A program, each location offers hundreds of free kids movie rentals, with no paid rental required. New members get unlimited half-price rentals for the first 30 days. Thousands of movies rent two for one dollar for five nights. That’s 10 cents a night per movie! Stores are open 365 days a year, most 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 590 stores in 18 states. We continue to open another store each week. We employ more than 6,000 talented and hardworking people. I can’t wait until we have 10,000 people!”

Family Video is the third largest – and the largest family-owned - video rental chain in the country. 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 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, one of the very first video rental stores in the country, was founded (www.familyvideo.com). Today, Charlie's son Keith leads the company as President.

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