

Family Video Movie Club, Inc.
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FOR IMMEDIATE RELEASE

Family Video Donates Over 29,000 Turkeys and Hams This Holiday Season

Family Video continues its tradition of donating turkeys and hams to families in need this holiday season. As a way to give back to the communities that have embraced and supported its stores, the chain's 734 video stores will donate more than 29,000 turkeys and hams this year, between Thanksgiving and Christmas.

"Over the last 10 years, our employees have delivered more than 175,000 turkeys and hams to local families who need assistance. This year alone, we will donate close to \$417,000 for this program. said Keith Hoogland, Family Video's President. "We are proud to be able to make a difference for people in our communities."

The tradition began over 40 years ago, when CEO and Founder Charlie Hoogland's father Clarence Hoogland walked through the warehouse at his company, Midstates Appliance and Supply, giving each of his employees a plump turkey for the family's holiday meal. Charlie continued the tradition and turned it into something bigger: an opportunity for the company and its employees to express their gratitude toward the community in a meaningful way. Today, Charlie's son Keith leads the company.

Family Video is the second largest, and the largest family-owned, video rental chain in the country. The Hoogland Family believes in investing in each location rather than leasing. Purchasing real estate gives the company strong roots in each community.

Opening over 100 stores in the last year, the chain believes its reputation with customers is a combination of an exceptional customer service, a wide selection of movies and video games, and low prices.

New members receive \$40 worth of values just for signing up, plus unlimited half price rentals for the first 30 days. Each of their locations offers hundreds of free movie rentals to children, with no restrictions. Thousands of movies rent two for one dollar for five nights.

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.

As Family Video continues to expand, management candidates should apply in-store or online at www.familyvideo.com. Entrepreneurs looking for lease space availability in a Family Video Shopping Plaza should call Kelly at 847.904.9053.

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