

LOVEFiLM.COM ANNOUNCES 50,000 ONLINE DVD RENTAL USERS AND CONFIRMS MARKET LEADER STATUS

LOVEFiLM today confirmed its position as the UK's largest online DVD rental service, when it reached a subscriber base of more than 50,000 users.

LONDON, 30 November 2004 - Chief Executive Officer Mark Livingstone said; "We are absolutely delighted to hit 50,000 users. We are the first company to pass this milestone in the industry and confirm our status as the number one online DVD rental service provider. Not only were we first to get there, but our exceptional growth rate is continuing due to our aggressive marketing, increasing brand awareness, growing strategic partnerships and unbeatable service levels. Our brand marketing campaign continues with a new push on radio this week and December will see us as the first brand to advertise in national cinemas."

"Further more, we are looking to hit the 100,000 subscriber mark in early 2005. To put it in perspective the current business is equivalent to the turnover of 120 video stores. Clearly our product works and LOVEFiLM is the brand and service of choice. Of course our partnerships are a vital part of this growth, but most encouragingly, our existing customers are fast becoming our best salesmen - with 96.8% of them willing to recommend LOVEFiLM to their friends and family according to our recent research."

"These 50,000 subscribers are frequent users too, with over 50% of them accessing the site or their accounts daily. With their input and enormous loyalty, we have generated over one million film ratings and reviews."

LOVEFiLM have created a number of strategic links with key high street names including WHSmith, Sainsbury's, Woolworths and MVC, leading online entertainment retailer CD-WOW, brand partnerships with Sony and lastminute.com, as well as media alliances with Trinity Mirror Group and Film Four.

Roy Dickens, Market Development Manager at Sony Consumer Products Group, says "I'm not surprised LOVEFiLM have become the brand leader in this market due to their flexible attitude and commitment to customer service. And we are delighted to have them as the DVD rental partner for our customers."

LOVEFiLM.COM allows subscribers to choose from a range of more than 25,000 titles; DVDs can be rented for as long as customers want and are not subject to fines or late fees. There are three levels of service: Bronze, at £9.99 a month, which allows subscribers to rent one DVD at a time. Silver, at £14.99, allows them to have three discs; and Gold, at £19.99, allows them to rent four discs at a time. All DVDs are mailed to customers first-class. For more information or to register, log onto www.LOVEFiLM.com

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For further information please contact:

Mitchell Kaye
mitchell.kaye@shinecom.com
Shine Communications - 020 7553 3333

NOTE TO EDITORS:

LOVEFiLM is the UK's largest online DVD rental service with over 25,000 titles available to rent at www.LOVEFiLM.com

LOVEFiLM offers a range of packages. Bronze costs £9.99 allowing members to have one DVD out at any one time. Silver costs £14.99 and gives the option of three DVDs, whilst Gold membership is at £19.99 for four DVDs. All packages include unlimited DVD rentals each month, free postage and no late fees.

LOVEFiLM is also available via a number of other retailers, including:

- WHSmith www.whsmith.co.uk/moviesdirect
- Sony www.lovefilm.com/sony)
- lastminute.com <http://dvd.lastminute.com>
- Trinity Mirror Group www.welovefilms.com
- CD-WOW <http://dvdrental.cd-wow.com>
- Sainsbury's www.sainsburysdvdrental.co.uk
- Woolworths www.lovefilm.com/woolworths.php
- MVC www.lovefilm.com/mvc.php

Customer Testimonials

"Love the name love the service, think you should be called "late fee busters" instead", Barry Smith, London

"I just wanted to say how much I'm enjoying LOVEFiLM. I'm very impressed at how quickly films are sent out and paying the subscription is so much better than paying on a film by film basis. I used to spend ages in the local shop trying to decide whether a particular film was worth £3 or £4 to rent - with a subscription, you can take your chances without worrying about wasting your money", Michael Turner, Surrey

"I love the service. It is very fast - I receive new films within 2 days of posting back viewed ones! I have recommended LOVEFiLM to lots of friends. An absolutely brilliant concept!" Terry, UK

"I have to say that you lot have been fantastic. It's great the way I know each time, via email, that you have received my discs back and let me know what is coming back out to me. The volume of stock you have is impressive and I find it very easy using the site." Steven Anderson, Northumberland

www.LOVEFiLM.com