

Blockbuster Timeline

- 1985** — ● First store opens in Dallas, Texas.
- 1987** — ○ Company headquarters is moved to Florida, because we like piña coladas and getting caught in the rain.
- 1989** — ○ Blockbuster goes international, opening stores in London and Canada.
- 1992** — ○ The company acquires Sound Warehouse and Music Plus to form Blockbuster Music. We really just wanted free Boyz II Men tickets.
- 1994** — ○ Viacom buys the company for \$8.4 billion. So we had that going for us. Which was nice.
- 1996** — ○ Company headquarters is moved to Renaissance Tower in downtown Dallas, where JR Ewing had his fictitious office.
- 2004** — ○ Blockbuster By Mail launches, offering by-mail movie delivery.
- 2007** — ○ Blockbuster purchases MovieLink and begins offering digital movies.
- 2010** — ○ Video games are added to the Blockbuster By Mail service. Nerds rejoice.
- 2011** — ● Blockbuster is purchased by DISH Network, creating the greatest entertainment coalition in the galaxy.

BLOCKBUSTER®



FREE STUFF INSIDE!

Everybody loves free stuff.

A Little About Us

From one small video store in 1985, Blockbuster grew to a global company, and a brand synonymous with entertainment.

In the past few years, it's been our goal to give customers the movies they want, how they want them. We became the first and only company to rent movies in stores, by mail, on demand and at vending kiosks.

BLOCKBUSTER[®] **BY MAIL**

Blockbuster By Mail is the only rental service that lets customers exchange by-mail discs for free rentals in stores.

The Benefits of Blockbuster By Mail

- Unlimited movie, TV and game rentals by mail
- Many new releases available 28 days before Netflix and Redbox
- No due dates or late fees
- Blu-ray rentals at no extra fee

BLOCKBUSTER **ON DEMAND[®]**

Customers can order and instantly watch the latest movies on their HDTV, Blu-ray player, or cell phone. It's like living in the future!

The Benefits of On Demand

- No monthly fees — pay only for the movies you want
- Less waiting — watch new movies the day they're available for sale
- Start watching on one device, finish on another
- Available on hundreds of devices

Get 3 Months Free

So you can see how super cool Blockbuster By Mail is, we're giving you a free 3-month trial!

Just visit www.blockbuster.com/XXXXXX and enter the promo code below to get started.

Promo Code: XXXXXXX

Try Blockbuster On Demand

Check out all the future-y goodness Blockbuster On Demand has to offer, with \$5 in Blockbuster Bucks. They're good for renting or buying Blockbuster On Demand movies.

To Use:

- Visit www.blockbuster.com/blockbusterbucks and enter the code: XXXXX
- Rent or buy an On Demand movie on www.blockbuster.com
- Your Blockbuster Bucks will be applied at checkout