

## **Troma Entertainment Provides DVD Movie Downloads Through EZTakes**

**Troma, a world-famous independent film studio,  
has begun selling downloadable DVDs through  
the EZTakes Movie Download service.**

Easthampton, MA (PR Web) April 11, 2006 -- Troma Entertainment and EZTakes, Inc. have entered into an agreement under which EZTakes is selling Troma movies as downloads that consumers can burn to DVDs. Starting now, hit Troma films, such as "The Toxic Avenger" series, are available for download at [www.eztakes.com](http://www.eztakes.com). EZTakes is unique in that it gives consumers the ability to easily burn movie downloads to standard recordable DVDs that they can watch on virtually any DVD player. EZTakes has added the Troma titles to its growing catalog, which already includes hundreds of full-length independent films, classics, cult, horror and Bollywood movies.

Lloyd Kaufman, President of Troma Entertainment and creator of the Toxic Avenger, who had to be forcibly ripped away from his TV, exclaimed, "EZTakes had me spellbound; it is the best invention since television and sugarless gum. Toxie and I have been watching movies using the amazing EZTakes technology, and Troma movies not only look better, but they're even more entertaining now! How do they do it?!"

"Lloyd is not alone in his preference for EZTakes. Famous movie makers, average consumers and even super heroes all have one thing in common: almost nobody is willing to pay to download movies that they can only watch on their PC," said Jim Flynn, CEO of EZTakes. Flynn continued, "By giving people the ability to easily burn DVDs, EZTakes has made it possible for paying consumers to get legal movie downloads that they can enjoy just about anywhere they want."

In order to discourage piracy, EZTakes has developed technology that personalizes all DVDs with the purchasing consumer's identity and an embedded ID number. People that make unauthorized copies would incriminate themselves because the content is clearly traceable. Although EZTakes has only been live for a few months, the company has experienced a dramatic increase in sales and has already developed a loyal following of repeat customers. By making it easy to burn legal movie downloads, EZTakes has bridged the last few steps between the Internet and the living room. Movie downloads on EZTakes start at \$1.99 and average about \$7.99. Most EZTakes DVDs include all of the extra features of the original DVD.

"It's not surprising that a fiercely independent company like Troma has decided to work with an innovative new service like EZTakes," said Shelly Palmer, Chairman of The Advanced Media Committee of the National Academy of Television Arts & Sciences, NY. Palmer added, "If EZTakes can continue to increase its popularity

with paying customers, then many large players will also want to distribute through EZTakes."

#### About EZTakes:

EZTakes, Inc. is the first legal movie download service that gives consumers the ability to purchase full movie downloads that they can easily burn to playable DVDs. The company was founded in 2003 by experienced executives that have a long track record of building highly-successful companies by using new technologies to exploit business opportunities.

#### About Troma:

Troma is a film production and distribution company, started by Lloyd Kaufman and Michael Herz. Since 1974, Troma has been producing independent movies non-stop. Troma's films have a large and dedicated following. Some of Troma's more famous movies include "The Toxic Avenger" series, "Tromeo and Juliet", "The Class of Nuke 'Em High" series and "Cannibal! The Musical." Contacts:

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**[Go to the EZTakes Web site.](#)**