

## **KOCH Entertainment Selects EZTakes to Sell Download-to-Own DVDs**

**KOCH Entertainment has selected EZTakes to sell a catalog of movie downloads that consumers can easily burn to discs that will play on almost any DVD player. The KOCH download catalog includes hundreds of DVDs, many of which have won top honors at the world's most prestigious film festivals.**

Easthampton, MA, June 20, 2006 /PRWIRE/ -- EZTakes, the world's first legal DVD movie download service, announced today that KOCH Entertainment, an independent film distributor and the fifth largest music label, has begun selling a catalog of movies on the EZTakes Web site at [www.eztakes.com](http://www.eztakes.com). Consumers can now purchase, download and own these films. Because EZTakes makes it easy to burn DVDs, consumers can watch movie downloads almost anywhere. EZTakes has already added some of the KOCH titles to its growing catalog. Since early 2006, the EZTakes site has been offering hundreds of full-length independent films of all genres, as well as classics, cult, horror and Bollywood movies.

"We believe that EZTakes' consumer-friendly model makes it very attractive to paying customers," said Michael Rosenberg, President of KOCH Entertainment Distribution. Rosenberg continued, "Giving people the ability to easily burn downloads to DVDs that will play in their living rooms provides the kind of value and convenience that consumers are willing to pay for."

Jim Flynn, CEO of EZTakes, commented, "Because KOCH is such a well-respected and savvy player in the media business, we see this relationship as a major endorsement of the EZTakes technology and business model." Flynn Continued, "EZTakes is designed to give paying consumers what they want, which is to watch movie downloads on their TVs. By putting customers first, we will also generate revenue and profits for movie rights holders like KOCH. Other major players should take advantage of our unique distribution channel to earn income that they would otherwise be leaving on the table."

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 copies are 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 download movies that consumers can burn to DVD, EZTakes has bridged the gap between the Internet and the living room. Movie downloads on EZTakes start at as low as \$1.99. Most EZTakes DVDs include all of the extra features of the original DVD.

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 KOCH Entertainment:

KOCH Entertainment is the leading and fastest-growing independent video and music company in the U.S. and its operations encompass video and music labels and distribution companies in the U.S. and Canada. KOCH Entertainment is the market leader among independents in both the U.S. and Canada. KOCH is a leading force in home video entertainment and is one of the top consolidators of independent DVD products. Its own video labels KOCH VISION and KOCH LORBER FILMS are complimented by a roster of leading independent home entertainment companies including Troma Entertainment, Rumur Releasing, Blank Stare Films, Go Kart Films, Foreign Media Group, Passport Video, Crash Media Group, AnimEigo, Tommy Boy Films and many more.

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