

BCI Eclipse Has Started Selling DVD Movie Downloads on EZTakes

BCI Eclipse 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.

Easthampton, MA, August 28, 2006 /PRWEB/ -- EZTakes, the world's first DVD movie download service, announced today that BCI Eclipse, an independent film company, has begun selling a catalog of DVD downloads on the EZTakes Web site. Consumers will be able to purchase, download and own these films. Because EZTakes makes it easy to burn DVDs, consumers can watch movie downloads almost anywhere. Since early 2006, the EZTakes site has been offering hundreds of award-winning films of all genres as well as documentaries, TV shows, fitness videos and educational DVDs.

"EZTakes does a great job of making it easy for people to enjoy downloaded video in their living rooms," said XXXXX, XXXXX of BCI Eclipse. XXXXX continued, "Because they are so focused on providing a high level of flexibility and service to paying customers, we are confident that EZTakes will continue to gain traction with consumers."

Jim Flynn, CEO of EZTakes, commented, "The strategy at EZTkes is simple: provide the kind of value and convenience in a video download service that consumers are willing to pay for." Flynn continued, "By making our service as easy to use as possible, we are increasing sales consistently, which makes more money for our partners and ourselves."

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 who make unauthorized copies would incriminate themselves because the copies are clearly traceable. Although EZTakes has only been live for less than a year, 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. Movies on EZTakes start as low as \$1.99 per download. Most EZTakes DVDs offer the same quality and 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 BCI Eclipse:

BCI, a wholly owned subsidiary of Navarre Corporation, is an independent entertainment video and audio supplier. BCI has continually redefined the standards and concepts of this industry, often introducing national success categories through its marketing programs. Its vast collection of titles represents both exclusively licensed titles from around the world, as well as in-house produced CDs and DVDs. Under its Ink & Paint brand, it releases classic animation on award-winning DVD sets. www.InkAndPaintDVD.com

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