

## **VIEW Video Has Started Selling Downloadable DVDs on EZTakes**

**VIEW Video has begun selling a catalog of films on EZTakes. Consumers can now purchase, download and burn these videos to playable DVDs.**

Easthampton, MA, December 18, 2006 /PRWEB/ -- V.I.E.W. Video, a leading distributor of collectable music, dance, documentary and fitness DVDs, has begun selling downloads on the EZTakes Web store. VIEW will initially make nearly 100 DVDs available on EZTakes. Consumers can burn the VIEW titles to DVDs that will play on standard DVD players.

Jim Flynn, CEO of EZTakes, commented, "VIEW offers the kind of high-quality specialty content that is just what many EZTakes customers are looking for." Flynn continued, "The VIEW titles will add tremendous depth to the EZTakes catalog."

"When we started looking for ways to sell our content as downloads, we found that the EZTakes approach made a lot of sense," commented Bob Karcy, President of VIEW Video. Karcy added, "By making it easy for consumers to burn downloads to DVDs, EZTakes is providing the kind of value and convenience that people are willing to pay for. When you offer people value, you get a much better return."

Although EZTakes just completed its beta testing in September 2006, the company has experienced a dramatic growth in sales and has already developed a loyal following of repeat customers. By providing download-to-DVD technology, 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. EZTakes supports both Windows and Macintosh users.

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. EZTakes' rapidly-growing catalog of downloadable DVDs includes over 1,400 feature-length films of all genres. Many EZTakes titles won top honors at prestigious international film festivals, such as Cannes, Berlin and Sundance.

About VIEW Video

For over 25 years, V.I.E.W. Video has been committed to producing and releasing only the finest in exclusive home video entertainment. "We are truly proud that our programs have garnered almost 200 Awards from a variety of prestigious festivals and competitions internationally" stated Karcy.

Contacts:

Kenyon King  
EZTakes, Inc.  
251 Northampton Street, Suite D  
Easthampton, MA 01027  
(413) 529-0870  
<http://www.eztakes.com>

Bob Karcy, President  
V.I.E.W., Inc.  
34 East 23rd Street  
New York, NY 10010  
(212) 674-5550  
<http://www.view.com>