

## **EZTakes To-Go Puts Movie Downloads On Apple iPods and Other Portable Players**

**EZTakes, the provider of the world's largest catalog of downloadable DVDs, has released its To-Go option, which lets consumers enjoy their EZTakes purchases on Apple iPods, Microsoft Zunes and many other portable media players.**

Northampton, MA, August 24, 2007 /PRWEB/ -- EZTakes has leapfrogged other movie download services by releasing its To-Go option, which works with nearly all portable video players. Consumers, who could already burn EZTakes downloads to playable DVDs, can now also enjoy their purchases on their Apple iPods, and just about any portable media player that they may own in the future.

By releasing support for portable players, EZTakes has further demonstrated the advantages of its approach, which is to provide the most value possible to customers. Because other movie download services were designed to impose restrictions on paying consumers, they cannot sell movie downloads for Apple iPods, which only support Apple's proprietary content restriction technology, or Microsoft Zunes since the Zune's restriction technology is not available to third parties. The To-Go option includes EZTakes' proprietary digital fingerprinting technology, which many experts cite as being far more effective at discouraging unauthorized use than the easily-circumvented copy protection employed on retail DVDs. At the same time, EZTakes does not interfere with legitimate uses by legitimate customers.

Jim Flynn, CEO of EZTakes, commented, "We think the best way to sell movie downloads is to give people more value, not less." Flynn continued, "Our To-Go option is part of our strategy to provide the kinds of products and services that paying customers like. That requires convenience and flexibility, in addition to legitimacy."

The EZTakes To-Go option functions as a plug-in module for the EZTakes Download Manager. The To-Go option is available for Microsoft Windows users now and will be available on Apple Macs in the near future.

In the past year, EZTakes has experienced a dramatic growth in sales and has already developed a loyal following of repeat customers. The EZTakes catalog includes 3,000 downloadable DVDs of all genres, and includes many award-winning titles that feature today's mega stars. By allowing consumers to download movies to DVD, EZTakes has bridged the gap between the Internet and the living room. Titles 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 nearly 3,000 feature-length films of all genres. Many EZTakes titles won top honors at prestigious international film festivals, such as Cannes, Berlin and Sundance.

Contact:

EZTakes, Inc.  
82 Industrial Drive, Unit 3  
Northampton, MA 01060  
(413) 529-0870  
<http://www.eztakes.com>