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## QUICKFLIX GIFT CARDS TO BE RETAILED THROUGH MAJOR OUTLETS.

Quickflix has entered an agreement with Blackhawk Network a leading global prepaid and payments network for the retail distribution of its new pre-paid gift card. As part of the agreement Quickflix gift cards will be retailed nationally through major retail chains including Woolworths, BigW, OfficeWorks, and Australia Post reaching over 4,000 stores in Australia. Launching in April 2015, Quickflix gift cards will retail for the first-time under this agreement and will be redeemable across Quickflix's range of entertainment offerings including subscription and premium transactional streaming and subscription DVD. Quickflix gift cards will be in denominations of \$20 and \$50.

As the only service in Australia which offers streaming and DVD-by-mail delivery of movies and TV shows, Quickflix is uniquely able to entertain all Australians no matter where they live, including the most remote parts of regional Australia. Also Quickflix streaming which is available on more devices than any other provider is able to reach the largest number of potential customers including the millions who already own a connected smartTV or game console. This coverage makes Quickflix an attractive proposition for national distribution partners such as major retailers.

Commenting on the announcement Quickflix CEO Stephen Langsford said "As an established entertainment service our focus this year is on increased distribution. Our agreement with Blackhawk means national retailers will now serve as a major new channel for customer acquisition alongside side our existing online, device and affiliate partner channels."

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### **About Quickflix**

Quickflix ([www.quickflix.com.au](http://www.quickflix.com.au)) is Australia's leading online movie company offering subscription to the largest range of movies and TV shows delivered as DVD or Blu-ray by mail or streamed instantly on-demand to desktops, laptops and a growing range of smart TV's, game consoles, iPad, iPhone and other devices. Latest release movies and current seasons TV are available for streaming as pay per view or episode. In New Zealand Quickflix streaming is available at [www.quickflix.co.nz](http://www.quickflix.co.nz).

### **About Blackhawk Network**

Blackhawk Network is a leading prepaid and payments network, which supports the program management and distribution of gift cards, prepaid telecom products and prepaid financial service products across a global network. Blackhawk's digital platform supports prepaid products across a network of digital distribution partners including retailers, financial service providers, and mobile wallets. For more information please visit [www.blackhawknetwork.com](http://www.blackhawknetwork.com).

