



ASX Announcement

4 July 2011

Quickflix and Telstra enter BigPond Movies Agreement

SYDNEY: Quickflix Limited (ASX: QFX) is pleased to announce that it has entered into an agreement with Telstra Limited in relation to its BigPond Movies DVD rental business. Telstra has advised its customers that it will close the DVD rental service of BigPond Movies on 30 September 2011.

Quickflix subsequently advises that it has entered into a commercial agreement with Telstra, whereby Telstra will refer BigPond Movies DVD customers who wish to maintain an online DVD rental service to Quickflix.

Quickflix will make a variable payment to Telstra based on the number of customers who transfer to its DVD rental service. Quickflix will also acquire BigPond's library of DVD and Blu-ray discs and equipment.

In announcing the agreement, Quickflix Founder and Executive Chairman Mr Stephen Langsford said:

"We are delighted to enter this agreement with Telstra and look forward to delivering a great service for BigPond Movies DVD customers who choose to continue with DVD rental. As a result of this agreement we will significantly increase the depth of our library of latest release and catalogue titles and we'll be servicing the whole of Australia with next day delivery in all major cities".

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For more information, please contact:

Stephen Langsford
Founder & Executive Chairman
Quickflix Limited
Ph +61 8 93474944
stephen@quickflix.com.au

About Quickflix

Quickflix's vision is *Entertainment you want, whenever you choose*. Our mission is to become a major entertainment brand in Australia and attract a million customers within five years. Today we are Australia's leading online DVD rental subscription company with almost 50,000 movies, TV series, documentary and sporting titles across 400 genres. Members add titles to their Quickflix Queue online. DVDs are then automatically selected from the Queue and delivered in Quickflix's special individual postage-paid envelopes arriving within one day to most of Australia. Watch the DVD and return it in the Quickflix reply-paid envelope provided and the next DVD on the Queue is delivered. There are no due dates or late fees. Subscription plans start from \$9.99 per month and members can cancel anytime. Quickflix's network of distribution centres in Sydney, Melbourne, Brisbane, Perth, Adelaide and Hobart handle service the whole of Australia.