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Blockbuster Launches National DVD and Game Trading Program in Nearly 3,000 Stores and Guarantees Consumers Best Trade-in Prices for Their Movies and Games

Satellite Uplink Advisory

WHAT: Blockbuster Inc. (NYSE: BBI) becomes the largest national retailer to roll out DVD and game trading under one roof. The program -- which is all about using what you have to get more of what you want -- will roll out in nearly 3,000 stores across the country with a guarantee of best trade-in prices for used movies and games.
(Photo: http://www.newscom.com/cgi-bin/prnh/20041025/NYM164)
Trading is easy at Blockbuster; members simply bring in the titles they want to trade, no matter where they were purchased, and receive valuable BLOCKBUSTER store credit that can be applied directly to the customer's account or put on a BLOCKBUSTER Value Card, which can be used at any BLOCKBUSTER location for anything in the store.

FEEDS: October 25, 2004

5 - 5:15 a.m. EDT
Galaxy 3C-04
C-Band Analog
Transponder 4
Downlink Freq: 3780Mhz Vertical

11 - 11:15 a.m. EDT
Galaxy 3C-04
C-Band Analog
Transponder 4
Downlink Freq: 3780Mhz Vertical

4 - 4:15 p.m. EDT
Galaxy 3C-04
C-Band Analog
Transponder 4
Downlink Freq: 3780Mhz Vertical

FORMAT: B-roll and SOTs

CONTENTS: B-roll: BLOCKBUSTER Trading Transaction
BLOCKBUSTER Value Card
Store Interior and Exterior Footage

SOTs: Nick Shepherd, Executive Vice President, Chief Marketing and Merchandising Officer, BLOCKBUSTER Inc.
Aimee Sheahan, BLOCKBUSTER customer

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-- Oct. 25

Photo: NewsCom: http://www.newscom.com/cgi-bin/prnh/20041025/NYM164 AP PhotoExpress Network: PRN9 PRN Photo Desk, photodesk@.com SOURCE: Blockbuster Inc.
Web site: http://www.blockbuster.com/

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