



News Release

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DVDNow Kiosks launches DVD rental network in Costa Rica

DVDNow Kiosks, the world's largest network of independently owned and operated DVD rental kiosks, is launching Costa Rica's first-ever DVD rental kiosks beginning this month. With Costa Rica, the company now has operations in 15 countries.

Scott McInnes, DVDNow Kiosks Founder and CEO, said, "Costa Rica is an untapped opportunity for our self-serve rental kiosks. Instead of going to a video store, Costa Ricans will now be able to rent movies at locations that are part of their everyday routine such as work, major electronics stores and of course, convenience stores. Everyone appreciates convenience, and we are expecting that once Costa Ricans become familiar with the kiosks we'll have an adoption rate similar to what we have experienced in the United States."

Local entrepreneur Mauricio Altmann brought the concept to Costa Rica. The first DVD rental kiosk is already undergoing a test run in the food court of the Forum Business Park, a complex of several office towers in San Jose's suburbs.

Altmann, who also owns the Automotores Milenio car dealership in San Jose and a fertilizer business, says, "We think we have a very good market for it. Costa Ricans love their movies." He notes that Costa Rica still has a healthy video store market, but expects that to change as consumers embrace the convenience of self-service kiosks.

Additional kiosks will be located in suburban San Jose at the Global Park office complex, the convenience store AMPM, and the giant electronics store Gollo. They are currently evaluating options for the placement of additional units.

Altmann says he became interested in the DVD kiosk business a few years ago when he saw Redbox machines on a trip to Las Vegas. Redbox and its parent company Coinstar have enjoyed tremendous success in the U.S. market – revenue from Redbox DVD rental kiosks surged nearly 40% to \$503 million in the first quarter of 2012. Altmann approached Redbox but was told they don't franchise. He looked for other opportunities and that's when he learned about DVDNow, which provides kiosks as a business opportunity to entrepreneurs.

DVDNow has over 3,000 privately owned kiosks in circulation globally, including South Africa, Norway, North and South America, Guam, New Zealand and Australia.

DVD rental kiosks are increasingly common in North America, with Redbox operating more than 30,000 self-serve kiosks in the U.S.

About DVDNow

DVDNow launched in June of 2006 and quickly became the leading provider of independently operated DVD rental kiosks. Today, with operations in over 15 countries, DVDNow has the largest independently operated DVD rental kiosk network in the world. It is based in North Vancouver, BC, Canada.

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