



**DVDNow**  
K I O S K S

## News Release

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### **DVDNow business gives entrepreneur priceless time with his kids**

Before Kirk Allison started his DVDNow Kiosk business, he worked in sales for Sysco Food Services spending long hours on the road, far away from his wife and two kids. Prior to that, he'd owned a fitness club for 10 years, which meant he worked most of the time. After having been his own boss, he didn't appreciate the constraints that came with working for a large corporation.

"I had a revelation in my life," he says. "Work is important but it's not number 1. My personal life is what really matters."

When he started his DVDNow business three years ago, his kids were 10 and 13 years old.

"I want to run a business on my own terms," he says. "With DVDNow, I've really had a lot of flexibility to make time for myself and my two kids in the last few years."

DVDNow Kiosks allows aspiring entrepreneurs to earn passive income by operating self-serve movie rental kiosks from convenience and grocery stores. It's a market where Coinstar (CSTR) subsidiary Redbox has experienced tremendous growth. In the second quarter of this year, Redbox revenue surged 26 percent to \$458 million. They are also expanding into Canada, but they don't franchise.

For Kirk, who lives just outside the city of Lethbridge, Alberta, most of his business can be managed remotely using DVDNow's Web-based software, so the time commitment is minimal. That gives him the ability to be there for his children, who are now teenagers. When they need a ride somewhere or help with something, he has the flexibility to step in. He wouldn't have it any other way.

As for the business side of things, he started with two kiosks in the spring of 2009, and built his business, which is called U Do It DVD Enterprises, up to four kiosks as of December 2011. He plans to add two more kiosks by the end of this year.

Kirk maximizes his revenue by taking advantage of the opportunity to sell advertising on his DVDNow kiosks: on the video screen above the machine, on the side panel posters, inside the movie cases and even on the Web site he uses to promote his business.

He approaches advertising clients this way: "How would you like to buy affordable advertising in high-traffic areas?" That usually gets their attention. Some of his advertisers are signing contracts for their fourth year now.

Over the years, he has consistently been pleased with the service he receives from DVDNow.

“DVDNow has some really great ideas, and they really know the business,” he says. “I was so impressed when I started and I was on the phone with Customer Support and they bent over backwards to help me.”

**Learn more about how the DVDNow Kiosks business opportunity might be a perfect fit for your clients, or register for the complimentary Webinar by contacting:**

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