

Press Release

11th March 2008

It's Movie Mania at Irish Broadband

Irish Broadband Customers Avail of Free DVD Rentals From Moviestar.ie

Almost all (95%) of Irish people who rent DVDs, have incurred late fees for not returning them on time, as indicated in a **recent survey** conducted on behalf of **Irish Broadband**. The survey also found that over 32% of respondents have spent more than €100 on late fees in their lifetime.

Half (50%) of the people surveyed said that their favourite person to watch DVDs with was their 'better halves', with Matthew McConaughey coming in second at 32%. So when do people most like to watch a DVD? Our research found that most people (59%) liked to watch movies on a Friday night, curled up on the sofa.

The figures were released today (11th March 2008) to mark the launch of a promotion, which will see all **Irish Broadband** residential customers being able to avail of 1 month free DVD rentals from **Moviestar.ie**. Irish Broadband has partnered with Moviestar to give its broadband customers one month's unlimited access to Ireland's largest online DVD library.

Existing and new Irish Broadband customers will be able to go online to select from over 25,000 movie titles which includes all new release movies, TV shows from Ireland, the UK and the US, old classic movies, children's films, music and sport. The DVD will typically arrive the following day and after viewing, it can be returned in a pre-paid envelope and another selected title will be shipped to their door, all without fear of incurring late fees or penalties.

Commenting on the launch, Iris Daly, Marketing Manager from Irish Broadband said:

"Using their broadband connection to access an unlimited number of great new release movies, TV shows and Sports DVDs without having to leave the comfort of their arm chair will be undoubtedly be a big hit with our residential customers. It is another great example of Irish Broadband giving its customers what they really want - better value."

Iain McConnon, Managing Director, Moviestar.ie added:

"Our partnership with Irish Broadband is a great fit. Accessing our cutting edge service is made exceptionally easy with Irish Broadband's residential broadband products, which afford easy and quick access to the internet."

Launched over a year ago, over 30,000 households currently rent their DVDs through Moviestar.ie, which offers unlimited DVD rental through Irish Broadband from only €12.99 per month.

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