

**New online offering:
Media Markt launches video-on-demand platform**

Ingolstadt, 26.08.2010: Media Markt, Germany's Number One electrical goods retailer, is the country's first fixed location retailer with its own video-on-demand portal, which is being launched today throughout Germany. You can now download several thousand movies and TV series at <http://video-download.mediamarkt.de>. This means that Media Markt is expanding its successful online download shop, which already offers eight million MP3 music tracks, to include a future-oriented video-on-demand portal. The new platform comprises not only the latest hit movies from all the major movie studios but also movie classics and TV series. To celebrate the portal's launch, Media Markt is offering many of the latest hit movies at exceptionally low prices.

Regardless of whether you are looking for the latest Hollywood blockbuster, a hit movie from the eighties or your favorite TV series: With the launch of its own video-on-demand portal under the web address <http://video-download.mediamarkt.de>, Media Markt is now offering an attractive alternative to other existing video-on-demand offers. Several thousand movies and TV series of all genres can now be found in the video download shop, and the number is increasing daily. The movies and TV series on offer are clearly sorted: users immediately see the top new releases and a quick and easy search function with a variety of search criteria makes it easy to find older movies and TV series. Information is available about every movie including a free trailer, a description of what the movie is about, an overview of the most important facts and figures, as well as recommendations for similar movies. The majority of the offerings are available for both online purchase and as streaming video. In the case of the latter, you can watch the movie as many times as you want within a 48-hour pe-

riod. A simple test is available that allows you to check, before making your purchase, whether or not the streaming file will run on the PC being used.

For viewing without any time constraints, many of the movies can be purchased in DivX format. DivX offers the advantage that it allows the movie to be played not only on a PC but also on up to five other end devices. This means that you can, for example, save a movie on a USB stick or burn it on a DVD.

Payment for the video-on-demand movies is processed in the same way as for music downloads, i.e. using secure SSL encryption for payment with a credit card or bank debit via Click&Buy. At the same time as the launch of the new video-on-demand portal, Media Markt is also launching a movie download card that provides a quick and easy way to pay for the movies downloaded from the download shop. This prepaid card is available immediately at all Media Markt stores in Germany and can be loaded with an amount of up to 150 euros. Once you have logged on to the download shop, the amount of your movie purchases will be debited from your card using a secure process – the perfect alternative for people who would prefer to purchase their movies without providing any personal data. Anyone who already owns a Media Markt music download card can also use this card for the video-on-demand portal.

About Media Markt

Media Markt is Europe's Number One electrical goods retailer. The success enjoyed by the company, which was founded in 1979 and is housed under the roof of Media-Saturn-Holding GmbH, is based on a unique selection of low-priced brand-name products, competent staff, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each general manager is a shareholder in his own store and is thus responsible for the products offered, as well as for pricing, personnel and marketing. At present, Media Markt has 235 stores in Germany and 589 stores in 14 European countries.

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