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## **Quickflix (ASX: QFX) launches pre-paid giftcards into major retail outlets throughout Australia.**

Further to its announcement earlier this year that Quickflix would be launching pre-paid giftcards through major national retail outlets, the Company advises that in recent weeks it has rolled out its launch to a number of major outlets including Coles, Woolworths, BigW, Target, Australia Post, Myers and Officeworks. Quickflix is also scheduled to launch in Dick Smith, 7-Eleven and other retail outlets over the coming weeks.

The rollout means that Quickflix prepaid cards of \$20 and \$50 denominations, redeemable across each of Quickflix subscription and transactional streaming services as well online DVD rental subscription, now has retail distribution reaching the vast majority of Australia's weekly household shoppers. The Quickflix streaming service is the most accessible of its kind in Australia and New Zealand, available over connected TVs, game consoles, mobile, tablet and other devices. It is the only streaming service in Australia supplemented by subscription online DVD rental, providing access to the largest range of movie features and TV series in the Southern Hemisphere. Quickflix can uniquely service major cities with sufficient broadband speeds for streaming, as well rural and regional Australia still waiting for high speed broadband via its online DVD service.

The rollout is in advance of a major upgrade to Quickflix's streaming service scheduled in the coming months. The upgrade will include the launch of a new user interface for connected TVs, game consoles, mobile and tablet devices and access to Presto subscription streaming as well as transactional streaming of latest release movies and current seasons TV.

Commenting on the launch of Quickflix into retail networks, CEO Stephen Langsford said "All Australians can now enjoy Quickflix no matter where they live or shop. We deliver the best in movies and TV in streaming or DVD, whatever your choice of screen or device and now we're making it easy for all shoppers to get started with Quickflix by the giftcard. Being distributed in Australia's largest retail chains is consistent with our strategy for low-cost customer acquisition."

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**About Quickflix**

Quickflix (ASX: QFX) is a leading TV and movie streaming company operating in Australia and New Zealand. It offers subscription and transactional streaming to a wide range of devices including Smart TVs from Samsung, Sony, Panasonic and LG, game consoles such as PlayStation and Xbox, TiVo, desk tops, laptops, tablets and a range of mobiles and other devices like Google Chromecast. In Australia, Quickflix is also the leading subscription online DVD rental service.

