



9 December 2014

The Manager  
Company Announcements Office  
ASX Limited  
Level 6, 20 Bridge Street  
SYDNEY NSW 2000

Dear sir/madam

**QUICKFLIX & PLAYSTATION LAUNCH NEW SERVICE**

Quickflix Limited ("Company" or "Quickflix") (ASX:QFX) today announced a major upgrade for the service on the PlayStation® platform with the launch of its premium streaming of latest release movies and current seasons TV shows.

A press release is attached to this announcement.

Yours sincerely

A handwritten signature in black ink that reads 'S. Hunter'.

Susan Hunter  
Company Secretary



9 December 2014

## **QUICKFLIX RAMPS UP NEW CONTENT OFFER WITH LAUNCH OF STREAMED PREMIUM MOVIES AND TV SERIES ON PLAYSTATION®**



Quickflix, Australia's leading movie streaming company today announced a major upgrade for the service on the PlayStation® platform<sup>1</sup> with the launch of its premium streaming of latest release movies and current seasons TV shows.

PlayStation owners<sup>2</sup> will now have access to the very latest movies to stream pay-per-view as well as current season TV shows to own, pay-per-episode or season pass which adds the existing subscription streaming option of \$9.99 per month. The new upgrade also features the Quickflix "Playlist" of pre-selected movies and TV shows for viewing across any device, including PlayStation®4 (PS4™) and PlayStation®3 (PS3™).

Quickflix's premium streaming includes new major release movies such as 22 Jump Street, Maleficent and Guardians Of The Galaxy and current seasons of hit TV shows including Game of Thrones, Boardwalk Empire, Walking Dead and The Newsroom and much more.

Quickflix Founder and CEO, Stephen Langsford, said: "This is great news for Quickflix fans just in time for Christmas and summer time viewing. We have added more than 5,000 hours of movie and TV shows to our service reinforcing our commitment to offering entertainment fans even greater choice when it comes to watching their favourite shows.

"Quickflix has successfully transitioned to a streaming service in addition to it offering the largest range of content on DVD and Blu-ray. More than 60 per cent of our customers have chosen streaming and have registered half a million devices. Quickflix streaming is available on more



devices than any other service and is the only one to offer all choices of subscription and pay per view streaming as well online DVD rental. We cover all bases”

Michael Ephraim, Managing Director, Sony Computer Entertainment Australia and NZ said “We’re delighted that, with this upgrade, our PlayStation community will have access to additional Quickflix content, with new and exciting movie and TV shows to stream.”

To celebrate the Quickflix service upgrade launch, an exclusive PlayStation promotion is now live. New PlayStation members who sign up for the service, will be offered 3 Premium new release rental movies of their choice to stream for free upon sign up for a 1 month free trial of the subscription service<sup>3</sup>. Further, Quickflix will be offering an additional exclusive surprise and delight membership extension offer to the new PlayStation members during the free trial period<sup>4</sup>.

**-END-**

**Notes to editors:**

<sup>1</sup> PlayStation 4 and PlayStation 3

<sup>2</sup> As above

<sup>3</sup> Terms and conditions apply. Offer is available to new members only. <http://www.quickflix.com.au/psoffer>

<sup>4</sup> Terms and conditions will apply. Quickflix to notify PlayStation members of the exclusive offer extension via email.

**For any enquiries, please contact:**

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**About Quickflix**

Quickflix ([www.quickflix.com.au](http://www.quickflix.com.au)) is Australia’s leading streaming company offering subscription to a selection of movies and TV shows for just \$9.99 per month over a wide range of smartTVs, games consoles, Blu-ray players, desktops, laptops, mobile, tablets and other devices. Premium current and recent seasons TV series and latest release movies are available through Quickflix for a few dollars extra. Quickflix also offers subscription to the largest range of DVD and Blu-ray movies and TV shows for as little as \$12.99 per month. In New Zealand Quickflix streaming is available at [www.quickflix.co.nz](http://www.quickflix.co.nz).



**For more information on SCE Australia and PlayStation products, please visit**

[www.au.playstation.com](http://www.au.playstation.com) or contact:

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### **About Sony Computer Entertainment Australia Pty Ltd.**

Sony Computer Entertainment Australia (SCE Aust.) is a wholly owned subsidiary of Sony Computer Entertainment Europe (SCEE). SCEE, based in London, is responsible for the distribution, marketing and sales of PlayStation®4 (PS4®) computer entertainment system, PlayStation®Vita (PS Vita) portable entertainment system, PlayStation®3 (PS3®) computer entertainment system, PSP™ (PlayStation®Portable) handheld entertainment system and PSN software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SCEE has revolutionised home entertainment since they launched PlayStation® in 1994. PlayStation®4 redefines rich and immersive gameplay with powerful graphics and speed, intelligent personalisation and deeply integrated social capabilities. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. PS3® is an advanced computer system, incorporating the powerful Cell Broadband Engine and RSX processors. PSP® is a handheld entertainment system that allows users to enjoy 3D games with high-quality full-motion video and high-fidelity stereo audio. SCEE also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories.

More information about PlayStation products can be found at [www.au.playstation.com](http://www.au.playstation.com)

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