



NEWS RELEASE

New Chairman and Council Representatives for the BVA

11 November 2008:

At the recent BVA Council meeting members elected Anthony Peet, VP/General Manager of Walt Disney Studios Home Entertainment, as the new BVA Chairman, with immediate effect.

Charlie McAuley of Paramount Home Entertainment stepped up to take over the Vice-Chair position vacated by Peet. McAuley joins the current co-chair David King of Hit Entertainment to guide the BVA Council into 2009.

Furthermore, at the BVA AGM last week Elevation Sales and Fremantle Home Entertainment were elected onto Council bringing even greater breadth of independent representation to the Board.

Anthony Peet, at the 28th BVA AGM last week, thanked John Stanley, Managing Director of Warner Home Video, the outgoing Chairman as well as the entire team at the BVA office for their dedication to the cause. He said “special thanks go to Lavinia Carey, who this year celebrated 15 years of loyal service to the BVA.”

Peet continued “We sit here today experiencing almost unprecedented economic turmoil that is causing huge uncertainty in all markets and no more so than on the high street. But our industry has shown previously it can ride out economic challenges and so far this year it continues to show that when consumers tighten their belts, DVDs are still seen as great value entertainment and affordable gifts.”

Lavinia Carey, Director General of the British Video Association, said “Anthony has served as my Vice-Chair on Council for 2 years now and I am delighted that he is taking over the Chairman role as we cement the BVA at the forefront of Blu-ray education, awareness and all trade liaison. I am equally pleased to welcome Elevation Sales and Fremantle Home Entertainment on to Council and look forward to working alongside them more closely in 2009”.