

Press Release



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TDG Announces New Market dBrief™ on Blockbuster/Movielink Deal

Proceeds to Benefit St. Jude Children's Research Hospital

August 28, 2007 (Dallas, Texas) - The Diffusion Group, the nation's leading new media research consultancy, has announced the availability of its latest Market dBrief™ regarding online movie downloads, [The Relevance of Blockbuster's Purchase of Movielink](#). TDG is using this opportunity to help raise funds for Chili's "Create a Pepper" program for St. Jude Children's Research Hospital.

According to TDG's new Market dBrief, Blockbuster's entry into this space signals to both Wall Street and Main Street that online movie distribution has the legs to become a viable distribution model, or at least that any serious home video competitor must include an online component in their offerings. That being said, TDG notes that the entire service category remains poorly understood and that Blockbuster and others still face tremendous challenges in advancing this market.

[The Relevance of Blockbuster's Purchase of Movielink](#) is now available for download. As a partner in Chili's® Restaurants "Create a Pepper" campaign to raise funds for St. Jude Children's Research Hospital, TDG will donate 100% of Market dBrief proceeds and 5% of September 2007 web-based report sales to this cause. TDG has a long history of assisting worthy charities and is proud to be part of this unique program.

To learn more about Chili's® "Create a Pepper" program and the Company's efforts in support of St. Jude Children's Research Hospital, please visit www.createapepper.com.

Chili's is a registered trademark of Brinker International, Inc.

About TDG

The Diffusion Group is a market planning and research firm dedicated to keeping our clients *In Front of the Curve*.™ Since 2004, TDG has helped more than 250 technology leaders, media companies, and service providers to understand and manage the quantum shifts now impacting how consumers access, navigate, distribute and consume media – whenever and wherever they may be.