

FOR IMMEDIATE RELEASE:

SmartFlix Makes Two Wise Moves to Meet Expansion Needs

ARLINGTON, Mass. April 19, 2007 In a continuing effort to meet growing demand, SmartFlix today announced two major accomplishments that will translate into enhanced service for its customers.

SmartFlix, the Web's largest home for instructional videos, has redesigned its site Smartflix.com and relocated to a larger headquarters in Arlington, Mass. The two upgrades are in response to the overwhelming popularity of products provided by SmartFlix, which has doubled its sales over the last nine months.

Blockbuster and NetFlix may have the entertainment market cornered, but with nearly 5,000 titles covering roughly 200 categories, SmartFlix offers the most expansive library of arts-and-crafts and how-to DVDs in the world. From the mainstream to the obscure, SmartFlix features informational titles on everything from academics to sculpting the human head, and the number of subjects covered by SmartFlix videos is growing everyday.

"We've seen explosive growth since we started SmartFlix and we're making the necessary improvements to serve our customer base", said Travis Corcoran, founder of the company. "SmartFlix rentals make our customers smarter in so many ways. We're getting smarter, too, by responding to the needs of our growing business."

Corcoran and his staff have moved to a location with nearly three times as much space, which can be used to store SmartFlix's expanding inventory. The new location adjacent to the local United States Postal Service's loading dock is expected to reduce labor costs and streamline efficiency. Corcoran expects the new location will expedite shipments, cutting an entire day off of delivery times.

On the website, SmartFlix has made itself more user-friendly, with intuitive pages that makes browsing and shopping more pleasant. The website remodel includes more video displays on each page and a save-for-later feature. An easier checkout experience has also been added, along with an affiliate program that invites other website owners the opportunity to share in the success of SmartFlix.

"Obviously, a great website is the core of our business", said Corcoran, a Cornell University computer science graduate who started SmartFlix in 2003. "You have to have visual interest and every page has to have a goal. But most importantly, visitors to our site must have a seamless experience when shopping and ordering. That's one of the things we're constantly striving for at SmartFlix and will continue to improve upon."

Improvement is what SmartFlix is all about, as the how-to market has turned to the online rental service. According to the latest findings from the Pew Internet & American Life Project, roughly seven million people per day search the Internet for the type of do-it-yourself information found on SmartFlix rentals. And in a 2005 survey published by MSN.com, just 29% of respondents planning a home improvement project said they would hire a professional. This new spirit of cutting costs and pursuing creativity will likely continue the trend for Americans looking to learn a new skill through the detailed

instructional titles found at SmartFlix.

For an average price of \$9.99 per week, which includes round-trip postage in the U.S., SmartFlix's rentals give the hobbyist and how-to crowd the practical know-how on completing a course or project, with step-by-step instructions that are simple to follow. And SmartFlix makes the entire process easy as well, allowing users to keep the rentals for one week before returning them in a convenient, pre-paid package.

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