

FOR IMMEDIATE RELEASE:

**FOX Home Entertainment to Place Twenty Movie
Rental Kiosks in Indiana Schools**
Family-Friendly Movies Now Accessible to High School Students

Indianapolis, In., October 10, 2013 – Twentieth Century Fox Home Entertainment has been given the green light by the Indiana Board of Education to place self-service DVD rental kiosks in high schools throughout the state.

At a deployment cost of \$1.2 million, Fox is “footing the bill to make wholesome family-oriented movies accessible to students at 20 Indiana high schools...” said Jeff Yordy, director of marketing for Twentieth Century Fox Home Entertainment. But Fox is not alone. The new focus on youth is a collaborative project between Fox, the Dove Foundation, and Family Box Office kiosk division of ROI Locations LLC.

The brainchild of ROI Locations, the objective of the Family Box Office in-schools initiative is to promote movies that reflect wholesome, family-focused values among youth. James Taylor, COO of ROI Locations and spokesperson for Family Box Office, said “Placing these kiosks in the path of students is a natural incentive. Students will be able to rent titles on the way home, enjoy them with the rest of the family and return them when they come back to school.” Noting the recent partnership formed between the Dove Foundation and Fox, FBO took the concept to Dove and Dove championed it to Fox Home Entertainment.

Dick Rolph, Chair for the Dove Foundation was the key coordinator bringing Fox and Family Box Office together, saying “This concept is both overdue and right on-time. We immediately recognized it as the ‘dove-tail’ to our current youth-focused program.” Fox will provide the initial funding, while FBO will handle deployment, installation and on-site maintenance and support services. Student associations and faculty will manage the inventory and the school will benefit from the revenue.

Indiana schools can expect to see the first installations as early as December 2006. Eager to get underway with deployment, Fox sees the cost as a timely investment in both its future and the leaders of tomorrow – our youth.

About Twentieth Century Fox

A recognized global industry leader, Twentieth Century Fox Home Entertainment LLC is the worldwide marketing, sales and distribution company for all Fox film and television programming on VHS and DVD, as well as video acquisitions and original productions. Each year the Company introduces hundreds of new and newly enhanced products, which it services to retail outlets -- from mass merchants and warehouse clubs to specialty stores and e-commerce – throughout the world. Twentieth Century Fox Home Entertainment LLC is a subsidiary of Twentieth Century Fox Film Corporation, a News Corporation company.

About The Dove Foundation

The Dove Foundation is a non-profit organization established to encourage and promote the creation, production, distribution and consumption of wholesome family entertainment. The Foundation, free from commercial pressures, awards a blue and white Dove Seal to any movie or video that is rated “family-friendly” by its film reviewers. The Dove Seal makes it easy for consumers to identify titles that are safe for family viewing. The Dove Foundation is working with the entertainment industry to help them identify and serve people who are eager to watch high quality, wholesome movies.

About ROI Locations LLC

ROI Locations is the originator and global marketing, sales and deployment company of the *Family Box Office* DVD rental kiosk. The company provides a range of services for the planning and strategic deployment of self-service technologies including product application and market research, financial modeling, location analysis, field logistics and remote site management.