

Macs convenience stores launch Movie Spot pilot program in Ontario in time for the holidays.

New Movie Spot DVD rental network helps economically challenged Canadians stretch their entertainment dollars this holiday season.

TORONTO, ON, December 16, 2008 -- Couche-Tard, Canada's largest convenience store operator, and Signifi Solutions Inc., a leader in digital self-serve technology, today announced the start of a Movie Spot™ pilot program, offering value-priced movie rental vending within selected Macs convenience stores in Ontario.

Movie Spot, a new Canadian network of movie rental kiosks, provides state-of-the-art touch-screen vending solutions at retail locations such as convenience stores, grocers and other popular retail destinations.

Each Movie Spot holds up to 1,000 DVDs featuring about 300 or more movie titles. Customers can rent the newest weekly releases as well as other popular rental titles for only \$1.99 a night.

"We are excited to work with Signifi's Movie Spot to offer our customers even greater value and convenience," said George Kioussis, Director of Merchandising and Marketing at Mac's Convenience Stores Inc. "Today's time starved consumer demands convenience above all else. We believe this proposition not only offers tremendous value to our current loyal customer base, but it can also become a differentiator in our channel, increase foot traffic and attract new customers."

Movie Spot is available at these Macs locations:

- 2122 Queen Street East, Toronto, Ontario
- 1507 Avenue Rd. North York, Ontario
- 9600 Islington Ave., Vaughan, Ontario
- 1339 King St East, Oshawa, Ontario
- 101 St. Andrew St East, Fergus, Ontario

"The Movie Spot network helps Canadian retailers deliver added value and convenience to customers by extending their product offering while driving customer loyalty and repeat visits," said Shamira Jaffer, President, Signifi Solutions Inc. "And at only \$1.99 a night for the latest new releases – less than half the cost of new movie rentals from traditional video rental companies -- Macs is helping Canadian families get maximum value for their entertainment dollars during these challenging economic times."

Customers can access each Movie Spot's database of movies by using the intuitive touch screen monitor to browse available movies, read reviews and search for movies by title, actor, genre, date of release, etc.

A customer can select "Rent" from Movie Spot's touch screen rental wizard to choose up to three (3) movies to rent at one time. To complete a rental transaction, a customer swipes a valid Visa or MasterCard and following a successful authorization, Movie Spot dispenses the DVDs. To return movies, a customer selects "Return" from the Movie Spot touch screen and inserts a DVD into the dispensing slot (the same slot used to pick up the movie). Movie Spot accepts the returned movie and automatically places the DVD back in inventory and can be rented again immediately.

For added convenience, Movie Spot members can also reserve movies online at moviespot.ca for pick up in store within four (4) hours, at no additional charge.

About Alimentation Couche-Tard

Couche-Tard operates a network of more than 2,000 stores in Canada, and has a considerable presence in the United States, with more than 3,000 additional stores. The stores are primarily operated under the Couche-Tard and Mac's trademarks in Canada and the Circle K trademark in the U.S.

About Signifi

Since 2005, Signifi offers award-winning digital entertainment solutions, backed by leading-edge technology, preferred partnerships and highly desirable customer placement opportunities in locations across North America. Signifi provides a total solution which includes self-service digital entertainment units (movies, music and/or photo), powered by Signifi's Media Delivery Framework (SMDF). This platform delivers the retail distribution and sale of digital photo products, movie rental and music purchases through next generation burn-on-demand and download self-serve kiosks. Movie Spot is a placement initiative managed by Signifi.

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