



Americans Don't Want Politics Interfering with Their Halloween Fun

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BLOCKBUSTER Express survey finds adults will turn to movies to escape politics this Halloween

DULUTH, Ga., Oct 17, 2011 (BUSINESS WIRE) --

Move over, former Alaska governor Sarah Palin, Superman is here. A new BLOCKBUSTER Express survey finds that Americans don't want politics interfering with their Halloween fun. According to the survey, nearly 10 times more adults will dress in movie-inspired costumes than politically inspired outfits this Halloween. More than 2,000 Americans participated in a survey that showed movies will be the theme of Halloween 2011 with one out of every four Americans plan on dressing as a movie character to celebrate the holiday.

Movies are an important part of Halloween, the survey also found - showing that three out of four Americans plan on watching scary movies at various points throughout the month of October. More than 70 percent of adults say they will watch more than one scary movie, while 29 percent plan on watching more than five.

"Becoming our favorite movie characters and watching their story come alive in our living rooms is a part of what makes Halloween such a fun event," said Justin Hotard, vice president and general manager, NCR Entertainment, BLOCKBUSTER Express. "The convenience of BLOCKBUSTER Express and our wide selection of Halloween titles will provide our customers with an entertaining experience to help bring out the Halloween spirit."

Key findings of the BLOCKBUSTER Express survey include:

- Of adults dressing in a movie-inspired theme, one in three will dress up as an action hero or adventure star.
- Halloween is a great time to bring out the kid in all of us. More than 23 percent of all Americans who will dress up in a movie theme will dress up as a cartoon or animated character. Surprisingly, this is only 53.2 percent less than the percentage of children choosing a cartoon/animated theme.
- "Bella" is the most popular female movie-themed character for children.
- More Americans believe that "Smurfs" will be 2011's most popular costume than "Captain America".
- Despite its success at the box office, Thor is only the second most popular superhero costume, trailing Batman.

This survey of BLOCKBUSTER Express customers was conducted from September 2011 through October 2011.

BLOCKBUSTER EXPRESS MOVIE MADNESS

Supporting the key findings that many American's will be dressing as movie characters this Halloween, BLOCKBUSTER Express has launched a Movie Madness Costume Contest this season. Halloween enthusiasts are invited to upload a picture of themselves dressed up as their favorite movie character to the Movie Madness Contest tab on BLOCKBUSTER Express's Facebook page in order to be entered for a chance to win one of three Blu-Ray Entertainment Package, including a Blu-ray player, three Blu-ray disks and an HDMI cable. For more information on the BLOCKBUSTER Express Movie Madness contest, please check out www.blockbusterexpress.com/moviemadness.

For a full list of titles available from BLOCKBUSTER Express kiosk, movie lovers can visit www.blockbusterexpress.com, where they can reserve a movie online for pick-up at a kiosk.

With more than 9,000 kiosks installed at grocery and convenience stores across the U.S., BLOCKBUSTER Express has plenty of Halloween movies this season. With a simple swipe of a credit or debit card, customers can access the widest selection of popular movies available.

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