

Albertsons premieres automated DVD rental kiosks

by Bend_Weekly_News_Sources

Bend stores will receive new kiosks; New Release DVDs for \$1 A Night Offer Added Convenience for Albertsons Customers Renting movies in the Western US is more convenient than ever as select Albertsons locations premiere redbox fully automated DVD rental kiosks. Following a recent agreement with SuperValu, the nation's third largest grocery provider, redbox is now installing its signature red kiosks at Albertsons stores throughout southern California, Idaho, Montana, Nevada, North Dakota, Wyoming, Oregon, Utah and Washington – including the two Bend, Oregon locations.

By the end of April, redbox will be available at more than 350 Albertsons stores. Consumers can check out redbox DVDs for \$1 per night at Albertsons locations, and can return DVDs to any redbox kiosk nationwide. "Featuring an unmatched price point, online guaranteed movie rentals and the convenience of renting and returning at your favorite retail locations, redbox is thrilled to introduce Albertsons customers to the redbox experience," said Gregg Kaplan, chief executive officer, redbox. "Redbox continues to gain momentum in the marketplace as we offer consumers a quick, convenient way to rent their favorite new release titles." "The redbox DVD rental kiosk is another way for Albertsons to keep up with the ever-changing video rental environment and provide a service which our customers are looking for," said Tom Lofland, vice president, center store, Albertsons Intermountain West Division. "Redbox's quick, self-service transaction is very easy and convenient for our customers and is a perfect fit for their busy lifestyles."

Each fully automated redbox DVD rental kiosk holds more than 500 DVDs, representing more than 70 different new release titles. Consumers simply use a touch screen to select their favorite movies, swipe a valid credit or debit card and go. Customers can keep the DVD for as long as they'd like for \$1 per night plus tax, and return their DVD to any redbox kiosk nationwide. For guaranteed access to new release titles, customers can visit www.redbox.com to choose their title online and pick it up immediately at the redbox location of their choice. Leveraging real-time inventory data, www.redbox.com will provide an alternative location if the selected kiosk does not have the title in stock. With kiosks active in more than 2,900 locations nationwide, including nearly 1,900 grocery stores, redbox is the largest purveyor of automated DVD rental machines nationwide. Redbox's recent expansion has strengthened the company's leadership position in all sectors of the DVD rental kiosk industry, including supermarkets, grocery stores and restaurants.

The two Bend Albertsons, located at 1800 NE Third Street and 61155 S. Highway 97, may already have the DVD kiosks. Installation throughout Oregon began this week, and is scheduled to be completed at the end of April.

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