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REDBOX LAUNCHES CONTENT ACQUISITION COMPANY, REDBOX ENTERTAINMENT COMPANY TAPS MARC DANON AS SENIOR CONTENT ACQUISITION ADVISOR FOR NEW LABEL

October 25, 2019

Redbox, America's destination for new-release movies, today announced the formation of Redbox Entertainment, a newly created label to acquire and produce content with broad appeal to Redbox's 50 million U.S. customers.

"The Redbox brand is built on delivering the best selection of movies from the biggest blockbuster releases to films in genres and with actors that appeal to our loyal customers. The formation of Redbox Entertainment leverages our deep insights to bring projects that we know appeal to our audience to deliver additional value and entertainment," said Galen Smith, CEO of Redbox.

Redbox also announced the company has engaged Marc Danon as a senior advisor to head content acquisition for Redbox Entertainment and report directly to Smith. Danon previously held senior exec posts for both Broad Green Pictures and Lionsgate throughout his 20-year career.

Added Smith, "Marc is a terrific fit to lead the growth of Redbox Entertainment. He's a talented creative with an impressive track record as a champion of films that catch fire with audiences; and a skilled executive adept at maximizing distribution opportunities and cultivating strategic partnerships."

Redbox Entertainment is funding, developing and producing projects across genres, with a focus on Action, Comedy, and Suspense/Thrillers.

Projects are being sourced now – directly and through a number of distribution partners and channels. New projects will be announced soon.

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Content acquired by Redbox Entertainment will be available physically at Redbox kiosks and digitally via Redbox On Demand, as well as in downstream windows post-Redbox release.

Redbox is a key player in the industry as a top buyer, distributor and content marketer that reaches 50 million consumers across the U.S. at more than 41,000 kiosks and an expanding On Demand offering. The company has built a massive digital marketing engine to activate its audience through weekly new release communications, and has one of the largest loyalty programs in the industry – Redbox Perks – with 34 million members and growing daily.

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About Redbox

With more than 6 billion rentals to date, Redbox is America's leading source for affordable new release movie rentals. Redbox offers DVD and Blu-ray Disc® rentals through the nation's largest network of more than 41,000 conveniently located, self-service entertainment kiosks, and On Demand movies and TV shows, without a subscription. For more information, visit Redbox.com.



The Lost Husband

PG-13 · 2020 · 1h 50m ★★☆☆☆ (111) TRAILER WISH LIST SHARE

RENT DVD \$1.80+ BUY DVD Find Nearby

RENT ON DEMAND \$1.99+ BUY ON DEMAND \$4.99+

Summary

Based on the novel by bestselling author Katherine Center, the story centers on a woman (Libby) attempting to put her life back together after the death of her husband, as she moves with her children into her estranged Aunt's goat farm in Central Tex...

VIEW MORE

Rated PG-13 by the Motion Picture Association of America for Mild Thematic Elements.

Genre

- DRAMA
- ROMANCE
- COMEDY
- ROMANTIC

CAST & CREW MORE DETAILS

Studio: Redbox
Format: Widescreen
On Demand Subtitles: English
DVD Subtitles: English
Closed Caption: Yes
Audio: Dolby 5.1
SDH: Not Available [MORE INFO](#)



The Fanatic

R · 2019 · 1h 28m ★★☆☆☆ (233)

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RENT AT THE KIOSK \$1.80+

BUY AT THE KIOSK Find Nearby

RENT ON DEMAND \$2.99+

BUY ON DEMAND \$9.99+

Summary

Moose is a rabid movie fan who is obsessed with his favourite celebrity action hero, Hunter Dunbar. When he is cheated out of his opportunity to finally meet Hunter, Moose gets a little help from his friend Leah, a well-connected paparazzi photograph...

VIEW MORE

Rated R by the Motion Picture Association of America for Strong Language, Violence.

Genre

THRILLER & SUSPENSE

THRILLER

CAST & CREW MORE DETAILS

Studio: Redbox

Format: Widescreen

On Demand Subtitles: English

DVD Subtitles: English

Blu-Ray Subtitles: English

Closed Caption: Yes

Audio: Dolby 5.1