

**TDG Announces New White Paper on Blockbuster/Movielink Deal;
Proceeds to Benefit St. Jude Children's Research Hospital**

August 28, 2007 (Dallas, TX) – The Diffusion Group, the nation's leading new media research consultancy, has announced the availability of its latest white paper regarding online movie downloads, [The Relevance of Blockbuster's Purchase of Movielink](#). TDG is using this opportunity to help raise funds for Chili's "Create a Pepper" program for St. Jude Children's Research Hospital.

According to TDG's new white paper, Blockbuster's entry into this space signals to both Wall Street and Main Street that online movie distribution has the legs to become a viable distribution model, or at least that any serious home video competitor must include an online component in their offerings. That being said, TDG notes that the entire service category remains poorly understood and that Blockbuster and others still face tremendous challenges in advancing this market.

[The Relevance of Blockbuster's Purchase of Movielink](#) is now available for download. As a partner in Chili's® Restaurants "Create a Pepper" campaign to raise funds for St. Jude Children's Research Hospital, TDG will donate 100% of white paper proceeds and 5% of September 2007 web-based report sales to this cause. TDG has a long history of assisting worthy charities and is proud to be part of this unique program.

To learn more about Chili's® "Create a Pepper" program and the Company's efforts in support of St. Jude Children's Research Hospital, please visit www.createapepper.com.

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About The Diffusion Group (TDG):

TDG is an analytics and advisory firm helping companies in the connected home and broadband media markets. Using a unique think-tank approach that blends executive-level consultants and in-depth market research, TDG generates reasoned and pragmatic insights that help clients make intelligent market decisions. TDG produces more than just research - we create Intelligence in Action®.

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