



## **WARNER ARCHIVE INSTANT LAUNCHES IPAD APP**

### **WARNER BROS. STREAMING SERVICE FOR HARD-TO-FIND CLASSIC MOVIES AND TV SHOWS ALSO AVAILABLE ON ROKU®**

*Stream Hundreds of Vintage Titles from Warner Bros., MGM, RKO, Allied Artists, Lorimar and More*

*Sign Up Now for a Two-Week Free Trial of Warner Archive Instant*

BURBANK, Calif., December 11, 2013 – Following the launch earlier this year of [Warner Archive Instant](#), Warner Bros. Home Entertainment today announced that its subscription streaming service targeted to connoisseurs of classic film and TV will launch their highly-requested iPad™ app for iOS 6 and 7. Owners of iPads, iPad minis and the new iPad Air will now have instant access to rare classic films and TV shows, many of them streaming in 1080p HD, which have been curated from the largest entertainment library in the world. The Warner Archive Instant streaming service also has closed captioning, a highly requested feature.

A free two-week trial is currently being offered for Warner Archive Instant, after the trial period, monthly subscriptions are \$9.99. Warner Archive Instant can also be found on the line up of channels available to the millions of consumers who own Roku players, one of the world's most popular streaming players. The streaming service is also available on PCs and Macs.

“We’re very excited to roll out an iPad app for Warner Archive Instant as we also continue to grow the service on Roku, our first viewing platform. Both give consumers an exceptional HD viewing experience and will pave the way for broader device expansion throughout the next year,” said Justin Herz, Senior Vice President, Direct-to-Consumer, Warner Bros. Digital Distribution & General Manager, Warner Bros. Advanced Digital Services. “The new Warner Archive Instant iPad app is another step forward in our continued efforts to make the Warner Bros. library of rare, classic content available to consumers.”

Warner Archive Instant currently offers hundreds of titles from every period throughout Hollywood history, from silent films and pre-code movies to B westerns and highly sought after art house classics. Warner Archive Instant’s content presents an exciting entertainment alternative to most streaming services, which concentrate on mainstream classics, or current movies and TV shows. In addition to movies and TV shows from the Warner Bros. vault, Warner Archive Instant offers many titles that people otherwise wouldn’t have access to, from MGM, RKO, New Line, Monogram, Allied Artists and Lorimar, among others.

“Warner Archive Instant provides on-the-spot access to an extraordinary selection of movies and TV shows, many that can’t be found anywhere else and have never been available for home

viewing until recently,” said George Feltenstein, Senior VP, Theatrical Catalog Marketing. “Many of the vintage rarities you’ll find here have influenced some of Hollywood’s most renowned filmmakers and we’re honored to make this magnificent and ever-growing collection available to fans of great cinema.”

A unique and very popular feature of Warner Archive Instant is the “Showcase” section, which features a monthly festival-style list of streaming movie and TV marathons built around a common theme or interest. Recent and upcoming Showcases include:

- **On Location: Shot In Los Angeles (1950-79):** A look at the L.A. of the past through the Hollywood lens. Films include *The Loved One*, *Crime Wave* and *The Outfit*
- **Vincente Minnelli Directs:** Comedy, Drama, Musicals. Films include *Bells Are Ringing*, *The Long, Long Trailer*, *Lust For Life* and *Ziegfeld Follies*
- **Cinematic Rivalry-Bette Davis vs. Joan Crawford:** Films include: *A Woman’s Face*, *Deception*, *Humoresque* and *The Great Lie*
- **Screen Sleuths: Charlie Chan, The Falcon, The Saint** and more: Films include *Dangerous Money*, *The Falcon’s Brother*, *Marlowe* and *The Saint In London*

Warner Archive Instant is a natural brand extension of the well-regarded Warner Archive Collection, the manufacturing-on-demand service that lets cinephiles purchase DVDs and Blu-rays™ from the vast Warner Bros. vault of classic titles spanning more than 75 years of filmmaking. Established in 2009, Warner Archive Collection is approaching 2,000 titles available for sale on disc.

#### **About Warner Bros. Home Entertainment, Inc.**

Warner Bros. Home Entertainment (WBHE) brings together Warner Bros. Entertainment's home video, digital distribution and interactive entertainment businesses in order to maximize current and next-generation distribution scenarios. An industry leader since its inception, WBHE oversees the global distribution of content through packaged goods (Blu-ray Disc™ and DVD) and digital media in the form of electronic sell-through and video-on-demand via cable, satellite, online and mobile channels, and is a significant developer and publisher for console and online video game titles worldwide. WBHE distributes its product through third party retail partners and licensees, as well as directly to consumers through WBSshop.com and WBUltra.

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