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IN THE MATTER OF:  
BLOCKBUSTER INC.,

ASSURANCE OF VOLUNTARY  
COMPLIANCE

1.

Blockbuster Inc. is a corporation of the State of Delaware and does business throughout the United States. This Assurance of Voluntary Compliance (AVC) is between Blockbuster Inc. (hereafter “the Respondent”) and the Attorneys General of the states of Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Mexico, New York, Nevada, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming and of the District of Columbia (hereafter “the Attorneys General”<sup>1</sup> or “the States”). This AVC applies to all corporate-owned Blockbuster stores in the United

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<sup>1</sup> With regard to Hawaii, Hawaii is represented by its Office of Consumer Protection, an agency which is not part of the state Attorney General's Office, but which is statutorily authorized to represent the State of Hawaii in consumer protection actions.

With regard to Georgia, Georgia is not represented by its Attorney General. Georgia is represented by the Administrator of the Fair Business Practices Act who is not part of the state Attorney General's Office, but who is statutorily authorized to undertake consumer protection investigations and pre-litigation settlement negotiations, including acceptance of Assurances of Voluntary Compliance, for the State of Georgia. For simplicity purposes, the entire group will be referred to as the "Attorneys General" or “the States”, and such designation, as it includes Georgia, refers to the Administrator of the Fair Business Practices Act” and as it pertains to Hawaii, refers to the Executive Director of the State of Hawaii's Office of Consumer Protection.

With regard to Montana, Montana is represented by its Office of Consumer Protection, an agency which is not part of the state Attorney General's Office, but which is statutorily authorized to represent the State of Montana in consumer protection actions.