



March 2, 2005

Rusty Lucas  
PO Box 422  
Sandusky, OH 44871

Dear Mr. Lucas:

Thank you for your letter. We take your questions and comments as a welcome show of interest and loyalty. Customer feedback is very important to us and we are glad you took the time to write.

At Blockbuster, we realize that nothing is more important than our members are and we value your good will and continued support. Thank you for your interest in Blockbuster. If you need further assistance, please contact your local Blockbuster store. Our employees are empowered, authorized, and expected to take care of customers.

Sincerely,

Blockbuster Consumer Services