

GIFT IDEAS

Special-Interest Videos For The Enthusiast

(NAPSA)—When it comes to finding video (or DVD) versions of movies, it usually isn't that difficult. However, what about special-interest titles, such as those that appeal to sports buffs, anime fans or world travelers?

No matter how popular the subject matter, the videos remain hard to find. Fans can't get these through traditional distribution channels such as TV, video rental stores and DVD retailers. When they are available, it's usually sight unseen—meaning they could be a big snooze, instead of the exciting package customers want.

Fortunately, there's a solution that's easy, fast and affordable. TotalVid is the leading download store for special-interest content, providing millions of sports, anime and travel enthusiasts with instant access to high-quality, full-length videos at affordable prices.

The service is unique in that customers can select from more than 1,000 downloads in 30 categories, for as low as \$1.99. After unlimited viewing over a seven-day period, these download rentals expire. If the customer likes the video and wants to buy the DVD version, TotalVid refunds the cost of the download. In addition, customers receive the permanent download version—free of



Special-interest videos, such as action sports and travel, are no longer hard to find.

expiration.

"Fifty million U.S. consumers participate in action sports, 10 million have consumed some form of anime content and millions of other enthusiasts participate in other activities TotalVid addresses, such as do-it-yourself projects," said Karl Quist, general manager of TotalVid.

TotalVid gift cards can be a terrific solution when you can't decide on a gift or you've waited until the last minute. The cards can be redeemed for DVD, VHS and downloads. Meanwhile, customers can order electronic gift cards that are delivered immediately, or paper gift cards that usually arrive in three to seven days.

To learn more, visit the Web site at www.totalvid.com.