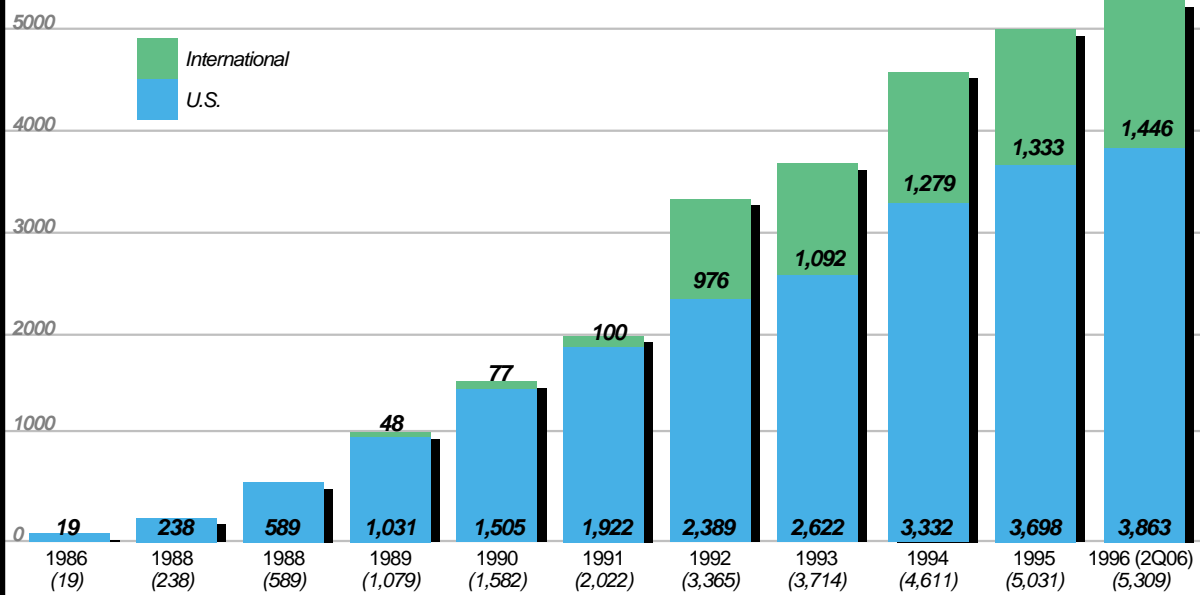
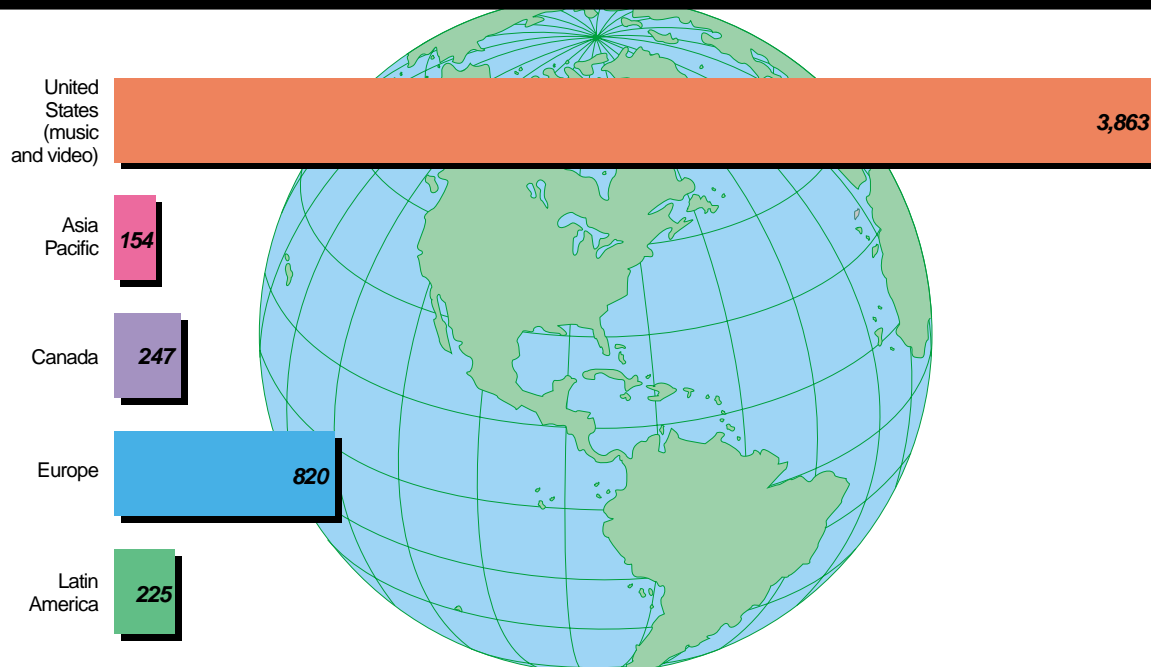


Growth of Blockbuster Entertainment Stores (U.S. = music and video)



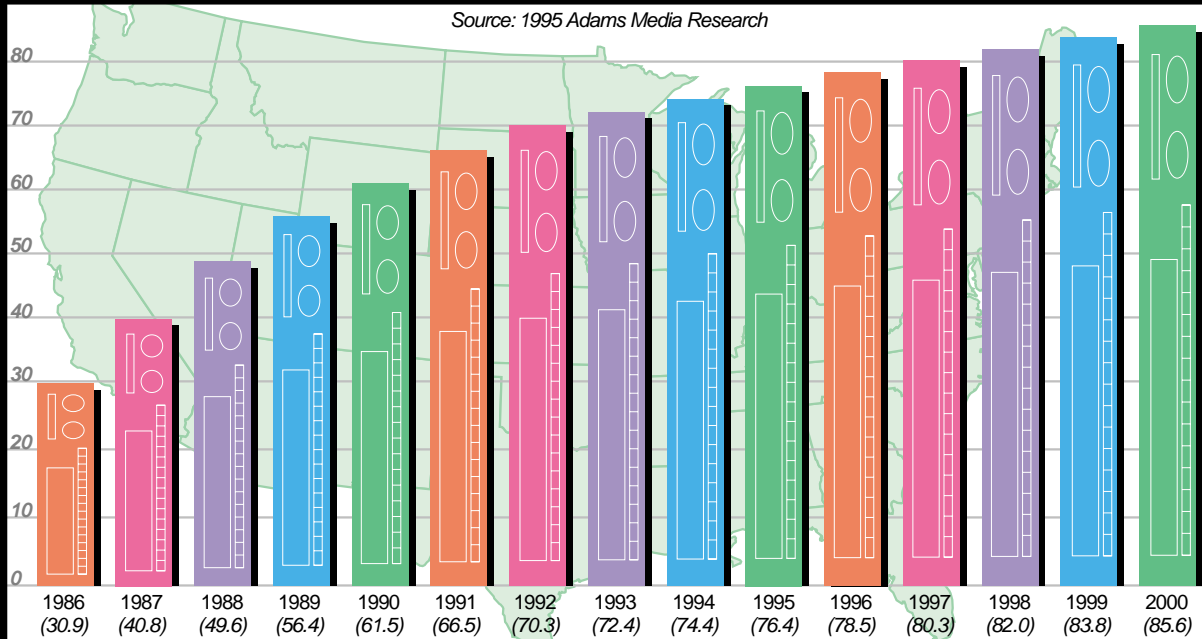
- The total number of Blockbuster stores more than tripled from 1990-1995
- Blockbuster's commitment to international expansion is seen in its aggressive store growth over the past five years

Blockbuster's Worldwide Presence



U.S. VCR Households (in millions)

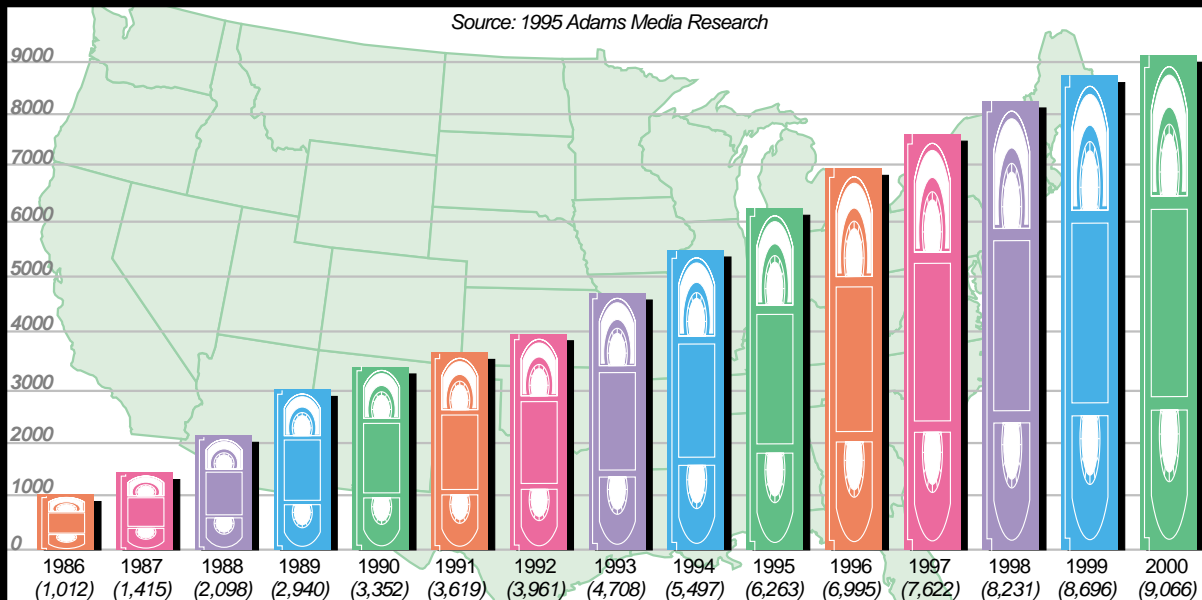
Source: 1995 Adams Media Research



• VCR penetration of U.S. television households is at an impressive 80%; penetration is expected to increase to 85% by the year 2000.

U.S. Home Video Sell-Through Revenue (in billions)

Source: 1995 Adams Media Research



• Driven by an increase in the number of children's titles, the U.S. video sell-through market has grown at impressive rates for the last few years, and will continue to do so.
 • In the year 2000, revenue is expected to be 30% higher than in 1996 and equal the size of the U.S. video rental market today.