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GAME CRAZY “FUN”DRAISER BRINGS ENTERTAINMENT TO SERIOUSLY ILL CHILDREN

Video Game Retailer Launches Month-Long Fundraiser for Starlight Starbright Children’s Foundation to Provide New “Fun Centers” for Hospitals

WILSONVILLE, Ore. – (Mar. 06, 2008) – Think \$1 won't go far in a video game store? This month, Game Crazy is turning dollar bills into shining stars that will enhance the lives of sick hospital-bound children across the U.S.

During the month of March, all Game Crazy stores will offer “Game Stars” for a minimum donation of \$1. One hundred percent of the donations will go to Starlight Starbright Children’s Foundation, a national organization that helps seriously ill children and their families cope with the pain, fear and isolation of prolonged illness. Game Crazy will additionally match customer donations with a goal of providing at least 10 new Fun Centers to hospitals. Each Fun Center is a high-tech, mobile entertainment unit containing a Sharp AQUOS LCD flat panel television, DVD player, Nintendo Wii™ system and family friendly video games and movies.

According to Paula Van Ness, CEO of Starlight Starbright Children’s Foundation, Fun Centers give children and their families a sense of normalcy during what is an emotionally and physically difficult time. “Fun Centers distract hospitalized children from their pain, and we're convinced they aid in the recovery process,” said Paula. “For a kid nervously awaiting surgery, restlessly tolerating long treatments, or recuperating in a hospital room, video games are an incredibly welcome diversion.”

One mother of a child who is regularly hospitalized due to a complex congenital heart disease, who asked not to be named for privacy reasons, notices a remarkable difference in her son’s recovery when a Fun Center is available. “After my son has surgery - which is often - he gets extremely depressed,” she said. “The only way he comes out of it is to have a Fun Center in his room. He often won't eat or drink, but as soon as he gets one [Fun Center] he begins to recover.”

Game Crazy Senior Vice President Wes Sand has witnessed first-hand the healing power of video games. “It’s something people rarely talk about, but it’s true,” he said. “A visit from Mario can completely brighten a sick child’s day. Being able to help these seriously ill kids forget they’re in a hospital, even for a few hours, is extremely gratifying and humbling.”

Sand noted that Game Crazy has also set up a friendly competition between stores to see which ones can raise the most money for Starlight Starbright Children’s Foundation. “Our store associates are game enthusiasts themselves, so they’re pretty motivated by bragging rights,” he said. “We also want our customers to know that their contribution can make a real difference in their local communities. The 10 stores that raise the most money will get to choose which hospitals will receive the new Fun Centers.”

Companies, foundations and individuals have sponsored more than 5,000 Fun Centers in hospitals across North America, but many more are needed, as evidenced by the long waiting list for hospitals that

Starlight maintains. Since 2002, Hollywood Entertainment, which includes Game Crazy and Hollywood Video retail stores, has worked with the organization to use the power of entertainment to improve the quality of life for seriously ill children.

Together with its generous customers, Hollywood Entertainment has raised more than \$2 million, sponsored more than 150 Fun Centers and contributed thousands of volunteer hours in support of Starlight's programs. Hollywood Entertainment is also a sponsor of Starlight Starbright Children's Foundation's annual 'A Stellar Night' gala in Beverly Hills, which this year is taking place on March 28, 2008..

About Game Crazy

Game Crazy® (www.gamecrazy.com) is the nation's second largest specialty game retailer with more than 580 locations across the country. Hollywood Entertainment of Wilsonville, Oregon was acquired in 2005 by Movie Gallery, Inc. and operates Game Crazy. Movie Gallery, Inc. is the second largest North American home entertainment specialty retailer with more than 4,000 stores located in all 50 U.S. states and Canada.

About Starlight Starbright Children's Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For nearly 25 years, Starlight Starbright Children's Foundation™ has dedicated itself to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities. Starlight's programs have been proven to distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Through a network of 32 offices, Starlight provides ongoing support to children, parents and siblings in all U.S. states and Canadian provinces with an array of outpatient, hospital-based and Web offerings. Programs are also delivered internationally through affiliates in Australia, Japan and the United Kingdom. To learn more visit www.starlight.org.

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