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Starlight Starbright Children's Foundation and Hollywood Entertainment Receive a Silver Award for its Cause Marketing Partnership At Fifth Annual Cause Marketing Halo Awards™

America's Best Business/Non-profit Partners Gather in New York for Premier Recognition Event

May 22, 2007 (New York) – Hollywood Entertainment Corporation and Starlight Starbright Children's Foundation were recently honored with a Cause Marketing Halo Award, America's highest honor for companies and causes that do well by doing good. Hollywood Entertainment's Community Spotlight: Starlight Starbright partnership received a SILVER Cause Marketing Halo Award for Best National/Local Integration.

Hollywood Entertainment and Starlight Starbright both believe in the importance of supporting seriously ill children through the power of entertainment. In the four short years since the partnership began, Starlight Starbright has become an integral part of Hollywood's culture due to strong management commitment, comprehensive communication and awareness programs, and motivated employees across the country who are encouraged to make a difference.

The partnership has several components. From building *Starlight Sites*, state-of-the-art movie and game lounges, in hospitals across the country, to sponsoring portable movie and game *Fun Centers* for hospitalized children to enjoy as they recover, to grassroots fundraising and volunteerism, including hosting "Movie and Game Nights" in local hospitals.

Evidence of the program's success shows that Starlight Starbright has been able to significantly expand its programming, has seen an increase in unsolicited contributions and inquiries, as well as increased interest from individuals and businesses wanting to host turnkey events to benefit the organization. A conservative estimate is that Hollywood Entertainment uniquely impacts approximately 7,200 seriously ill children every month that Starlight Starbright would not otherwise be able to reach. In addition, the partnership has increased every chapter's volunteer base.

The Cause Marketing Halo Awards demonstrate the good that can be done when businesses and nonprofits team up," said David Hessekiel, president of Cause Marketing Forum, Inc., the program's organizer. "It's a competition in which we all win." Cause marketing is the strategy of building mutually beneficial alliances between companies and causes.

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“In 1990 cause marketing spending was a bit more than \$100 million – this year it is forecast to top \$1.4 billion,” said Hessekiel.

A complete list of this year’s Cause Marketing Halo Award winners is available at www.causemarketingforum.com/awards.asp.

About Starlight Starbright Children’s Foundation

When a child or teenager has a serious medical condition, everyone in the family is affected. For more than two decades, 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 Starbright’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. Serving more than 180,000 children each month, Starlight Starbright’s array of outpatient, hospital-based and Web offerings provide ongoing support for children and families — before, during and after medical treatment. To learn more visit www.starlight.org.

Supporters can use PayPal’s Text to Give program to donate \$10 to Starlight Starbright today by texting STAR10 to 78787!

About Hollywood Entertainment

Founded in 1988, Hollywood Entertainment Corporation, a subsidiary of Movie Gallery, Inc. (Nasdaq: MOVI), operates more than 2,000 Hollywood Video retail stores and nearly 700 Game Crazy stores. Movie Gallery, Inc. is the second-largest video retailer in the United States with over 4700 stores in 50 states, Canada and Mexico. Learn more about Hollywood Video at www.hollywoodvideo.com and Game Crazy at www.gamecrazy.com.

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