



**Mitch Lowe**  
*President*

A veteran of the video and entertainment industry with more than 25 years experience, Mitch Lowe was named chief operating officer of *redbox* in 2005 and president in April 2009. Widely credited for the development of low-cost, automated DVD rental, Lowe has played a central role in growing the *redbox* network from 12 locations, to more than 22,000 locations nationwide.

Prior to joining *redbox*, Lowe consulted for McDonald's business development group, heading the company's DVD vending machine team – the team that ultimately created the *redbox* concept. Before that, he helped to found Netflix, where he served as vice president of business development. In 2002, Lowe helped to bring Netflix public.

An innovator, in 1984, Lowe oversaw the development of one of the video industry's first video vending machines – Video Droid. He ultimately sold 60 of these machines in the United States and Japan and, in 1986, its technology to C. Itoh, a Japanese trading company. Over the next 10 years, Video Droid opened video rental stores and grew into a successful regional chain in Northern California.

Involved in all aspects of the video industry, Lowe has served on the Board of Directors of the Video Software Dealers Association (VSDA) and was named its Chairman in 1996.

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***Redbox Media Contact:***

Chris Goodrich, JSH&A Public Relations, (630) 932-1028