



## **TravelVideoStore.com Reduces Costs and Maximizes Profits from On-Line Sales with Allied Vaughn's Manufacture-On-Demand Solution**

**Minneapolis, MN (March 23, 2009)** - Allied Vaughn, the leading provider of Manufacture-On-Demand (MOD) for content owners and rights holders, today announced their MOD technology has successfully been implemented by the leading distributor of travel films, TravelVideoStore.com as their supply chain management solution for delivering DVD's. The move to Allied Vaughn's MOD solution was a direct result of TravelVideoStore.com's experience manufacturing their titles in-house and internally fulfilling orders they received.

TravelVideoStore.com increased the number of DVD on demand titles under distribution from 2,000 to over 3,000 titles in 2009, and understood the advantages of using Allied Vaughn's MOD solution rather than making substantial investments in facilities, staff, training and equipment.

***"Our decision to outsource 'On-Demand' manufacturing of our DVD titles to Allied Vaughn focused on three areas, 1) Gaining operating efficiencies realized by partnering with a larger company specializing in On-Demand manufacturing, 2) insuring consistent product quality and timely delivery to our customers as we grew, and 3) allowing our company to focus more of its resources to the marketing and product acquisition for our catalog,"*** stated TravelVideoStore.com President/CEO, Don Wyatt. ***"...an additional benefit of outsourcing the 'On-Demand' production to a third party is that it provides an independent layer of audit ability for our film producers. This insures their comfort with sales and royalty reporting for their films, a concern many producers have with 'On-Demand' distribution of titles."***

TravelVideoStore.com plans to expand its services with Allied Vaughn to include warehouse fulfillment of physical inventory goods, and Allied Vaughn's custom DVD solution. Custom DVDs allow travel video customers to create their own compilation, selecting from a broad range of travel videos to match their travel itinerary, classroom requirements, or other specific needs.

***"Businesses not only need to operate at a lower cost to compete, they must also develop their own core competencies to distinguish themselves from competitors and stand out in the market,"*** said Allied Vaughn President, Doug Olzenak. ***"Companies need to focus on what they do best and outsource the processes and tasks that are not important to the overall objective of the company. Our MOD technology allowed TravelVideoStore.com to restructure their operations. Now they focus on their core business of creating and marketing compelling travel programs, leaving the supply chain management to us."***



### **About TravelVideoStore.com**

As the leading distributor of travel films in the marketplace, TravelVideoStore.com ([www.travelvideostore.com](http://www.travelvideostore.com)) allows film producers to further monetize their assets by bringing thousands of travel titles to market. Their ability to leverage the size of their catalog and marketing expertise in travel films is unique. TravelVideoStore.com is able to attract individual travelers looking to increase the value of their vacations, as well as schools, libraries, incentive organizations, senior centers, church groups, retail gift shops and bookstores. Customers use titles from TravelVideoStore.com for a variety of purposes, including:

- Vacation Planning
- Arm Chair Traveling
- Education at Home and in the Classroom
- Travel Agents Training and Client Presentations
- Events at Senior Centers, Church Groups, and Boys and Girls Clubs
- Great Gifts

### **About Allied Vaughn MOD**

With Allied Vaughn's MOD solution (<http://www.alliedvaughn.com>), content owners and rights-holding distributors have no need for a warehouse. Digital copies of content reside on servers, waiting for orders to come from their Web storefront. This allows clients to deliver more of their titles through every distribution channel, while reducing both inventory and expenses. These advantages are realized through both retail and direct-to-consumer solutions. Benefits include:

- Eliminating the need to retire titles and generating revenue from an entire catalog
- Removing inventory costs - even for more popular titles
- Lowering costs through streamlined distribution
- Making time to market obsolete
- Avoiding returns of obsolete stock for retailers

Looking to the future, Allied Vaughn is partnering with some of the leading technology companies in the U.S., uncovering the additional potential of proprietary Burn-On-Demand and Download-To-Burn product offerings.

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