



## **Cash-In Unwanted Blu-ray Discs with the UK's First Online Cash For Blu-rays Service**

*Launch of new online service from [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) lets consumers trade in their unwanted Blu-ray discs to make even more credit crunch busting cash*

**30 June, 2009** - [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk), the UK's only cash for old CDs, DVDs and games website, has today launched the UK's first ever online cash for Blu-rays service. The brand new service means that, for the first time, British consumers will be able to trade-in their old or unwanted Blu-ray discs online, giving them another way to make more credit-crunch busting cash.

Having won the high definition format war, Blu-ray disc sales are on the increase worldwide, and with sales of more than 3.5 million units in 2008 - over 40% of the total - the UK is the largest market for Blu-ray discs in Western Europe.

Steve Oliver, Managing Director for [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) commented: "As Blu-ray disc players and discs become cheaper the Blu-ray format is becoming increasingly popular with movie lovers. But with around 1100 Blu-ray titles currently available on the market, consumers are starting to look for ways to get rid of the old discs they've watched several times to make space for newer titles.

"Our new Blu-ray service offers people a quick and easy way to free up cupboard space for their new discs, whilst at the same time making some much needed extra cash. This continuous expansion in our services means that more and more consumers are using Musicmagpie as their one-stop-shop for getting rid of old or unwanted CDs, DVDs and games."

A total of 3.7 million Blu-ray discs were sold in the UK in 2008, with 1.5 million being sold in December alone. [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) gives website users

a convenient and hassle-free way to turn their old or unwanted discs into cash.

For full details of the service, visit [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk)

Ends/

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**About [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk)**

[www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) is the only online digital media recycling web site in the UK that pays cash for old CDs, DVDs and Games. The site is totally free to use. The site now has over 3000 visitors a day and pays out almost £200,000 each month for old CDs, DVDs and Games.

CDs, DVDs and Games received by [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) are resold through specialist retail outlets or to distributors in over 27 countries. Damaged items can often be refurbished reducing the overall number sent to landfill each year.