

FAST FORWARD

The latest from the home-video front

runs the nation's largest video chain after Blockbuster. —Michael Giltz

■ **MARK DOWN THE HATCHES** Online video store Reel.com has managed to do what James Cameron and two studios couldn't: lose \$1 million on *Titanic*. The two-year-old company priced the blockbuster at \$9.99, which is \$3 to \$5 below their cost and half Tower's and Blockbuster Video's price. After seeing site visits triple in the days before *Titanic*'s Sept. 1 release, Reel.com has sold almost 300,000 copies. CEO Julie Wainwright calls the discount "our most efficient deal yet as far as gaining new customers."

And new enemies. The parent company of the Tower chain is suing Reel.com, charging it with "predatory pricing practices." But likening Tower to Goliath whining about David isn't quite apt, since Reel.com owner Hollywood Entertainment