

BLOCKBUSTER INC  
Form 4  
August 01, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**KEYES JAMES W**

(Last) (First) (Middle)  
1201 ELM ST.  
(Street)

DALLAS, TX 75270

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
**BLOCKBUSTER INC [BBI, BBI.B]**

3. Date of Earliest Transaction (Month/Day/Year)  
07/30/2007

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman & CEO

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	07/30/2007		P		35,650	A	\$ 4.22
Class A Common Stock	07/30/2007		P		6,415	A	\$ 4.23
Class A Common Stock	07/30/2007		P		11,800	A	\$ 4.24
Class A Common	07/30/2007		P		12,300	A	\$ 4.25

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Stock							
Class A Common Stock	07/30/2007	P	128,665	A	\$ 4.27	867,476	D
Class A Common Stock	07/30/2007	P	25,000	A	\$ 4.29	892,476	D
Class A Common Stock	07/30/2007	P	5,170	A	\$ 4.3	897,646	D
Class A Common Stock	07/30/2007	P	600	A	\$ 4.34	898,246	D
Class A Common Stock	07/30/2007	P	15,100	A	\$ 4.35	913,346	D
Class A Common Stock	07/30/2007	P	11,700	A	\$ 4.39	925,046	D
Class A Common Stock	07/30/2007	P	19,700	A	\$ 4.46	944,746	D
Class A Common Stock	07/30/2007	P	14,700	A	\$ 4.47	959,446	D
Class A Common Stock	07/30/2007	P	56,500	A	\$ 4.48	1,015,946	D
Class A Common Stock	07/30/2007	P	54,800	A	\$ 4.49	1,070,746	D
Class A Common Stock	07/30/2007	P	163,472	A	\$ 4.5	1,234,218	D
Class A Common Stock	07/30/2007	P	16,350	A	\$ 4.51	1,250,568	D
Class A Common Stock	07/30/2007	P	42,550	A	\$ 4.52	1,293,118	D
Class A Common Stock	07/30/2007	P	11,000	A	\$ 4.53	1,304,118	D

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Class A Common Stock	07/30/2007	P	7,995	A	\$ 4.54	1,312,113	D
Class A Common Stock	07/30/2007	P	39,783	A	\$ 4.55	1,351,896	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KEYES JAMES W 1201 ELM ST. DALLAS, TX 75270	X		Chairman & CEO	

## Signatures

Mary Bell, as attorney-in-fact for James W. Keyes  
 Date: 08/01/2007  
 \*\*Signature of Reporting Person

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

**Remarks:**

Pursuant to his employment agreement, the Reporting Person agreed to purchase \$3,000,000.00 worth of shares of common stock.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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