

UNITED STATES OF AMERICA
Before the
UNITED STATES SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
RELEASE NO. 65441 / September 29, 2011

The Securities and Exchange Commission (“Commission”) announced the temporary suspension, pursuant to Section 12(k) of the Securities Exchange Act of 1934 (the “Exchange Act”), of trading in the securities of BB Liquidation Inc., formerly known as Blockbuster Inc., commencing at 9:30 a.m. EDT on September 29, 2011, and terminating at 11:59 p.m. EDT on October 12, 2011.

The Commission temporarily suspended trading in the securities of BB Liquidation Inc. because there is a lack of current and accurate information concerning the company’s securities due to assertions in third-party press releases to investors concerning, among other things, the company’s current financial condition and business prospects.

The Commission cautions brokers, dealers and prospective purchasers that they should carefully consider the foregoing information along with all currently available information and any information subsequently issued by the company.

Further, brokers and dealers should be alert to the fact that, pursuant to Rule 15c2-11 under the Exchange Act, at the termination of the trading suspension, no quotation may be entered unless and until they have strictly complied with all of the provisions of the rule. If any broker or dealer has questions as to whether or not he has complied with the rule, he should not enter any quotation but immediately contact the staff in the Division of Trading and Markets, Office of Interpretation and Guidance, at (202) 551-5777. If any broker or dealer is uncertain as to what is required by Rule 15c2-11, he should refrain from entering quotations relating to BB Liquidation Inc.’s securities until such time as he has familiarized himself with the rule and is certain that all of its provisions have been met. If any broker or dealer enters any quotation which is in violation of this rule, the Commission will consider the need for prompt enforcement action.

If any broker, dealer or other person has any information which may relate to this matter, Andrew M. Calamari of the New York Regional Office of the Securities and Exchange Commission should be telephoned at (212) 336-0042.