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EXXXOTICA NEW YORK SCORES A UNANIMOUS KNOCKOUT

DESPITE CONTROVERSY & LAST MINUTE VENUE CHANGE, EXXXOTICA NY IS THE LARGEST & MOST SUCCESSFUL ADULT CONVENTION IN THE NORTHEAST

September 17, 2008, Edison, NJ/Philadelphia, PA — EXXXOTICA New York (www.ExxxoticaNY.com) faced numerous hurdles and made international headlines, and in spite of preaching politicians, legal blockades, and a last minute change of venue, the adult consumer event surpassed expectations and attracted 18,000 attendees this past weekend.

Originally slated to be held at the Meadowlands Expo Center located in Secaucus, New Jersey which is just minutes from midtown Manhattan, the show was facing eviction and legal issues brought on by the Mayor of that city. So rather than face possible postponement or unbearable restrictions placed on the show, organizers Victory Tradeshow Management (www.vtshows.com) decided to take an aggressive approach just three days before the event, and move EXXXOTICA New York to a new venue, the New Jersey Convention and Exposition Center in Edison, New Jersey, which was about 40 miles away. Despite the more “remote” location and thanks to the media frenzy surrounding the show, EXXXOTICA New York opened its doors on September 12th and fans continued to enter the show until its close in the late afternoon on September 14th.

Over 70 stars from the world of adult entertainment and more than 150 exhibitors enjoyed a consistently packed house of attendees who made the trek to central New

Jersey for the show. Stars like Digital Playground's Jesse Jane, Stormy Daniels, Bree Olson, Gina Lynn, Sunny Leone, Savanna Samson, Ron Jeremy and others entertained fans who lined up to meet them and snap a picture or purchase a signed DVD.

"EXXXOTICA New York was amazing!" Digital Playground superstar Jesse Jane remarked. "I had a great time meeting my fans. The show totally exceeded all expectations. I want to thank everyone who came out and supported me, all of my other girlfriends who were there. I also want to thank the show producers for fighting for our right to free speech. EXXXOTICA New York rocked!"

Both the stars selling their merchandise and exhibitors who were selling everything from adult DVDs, clothing and novelties, to teeth whitening, said that this was one of their most profitable consumer shows they have ever attended, and many sold out of the product they brought. And even if they were just trying to get the word out about their product, those companies were also singing the praises of EXXXOTICA New York as well thanks to the packed house.

"In many ways, this was the best edition of EXXXOTICA yet, and easily the best adult show the New York area has seen," said HotMovies director of business development James Cybert. "Our booth was pumping with the legendary Ron Jeremy and hot stars like Flower Tucci, Roxy Reynolds and Courtney Cummmz playing to long, excited lines of fans. HotMovies continues to enjoy the opportunity to work with Exxxotica as the presenting sponsor and we look forward to much continued success in the future."

"We've been participating in adult fan shows and events all over the U.S. for the last several years. EXXXOTICA New York was the 'perfect storm' for us," said one exhibitor, Charles Craton of Sexy Suz Adult Emporium. "The crowds were amazing, they came with passion and excitement, and the demographic of the fans who attended the show was excellent. We can honestly say that after several years of attending these type events, Exxxotica New York not only succeeded all expectations in a slow economy, but also actually turned out to be the best show for us *ever* in every measure of success — attendance, participation, excitement, sales, and quality of people. We were especially impressed by the success of the show and the folks with Victory Tradeshow Management who truly turned lemons into lemonade with having to move the show at the last minute. Great job!"

Also a huge success was the debut of B2B industry-only hours for an EXXXOTICA event. Business owners, adult industry professionals and vendors were able to shake hands and close deals during these exclusive hours on Friday and Saturday. It was an experiment that certainly exceeded expectations both for the organizers and businesses such as B2B sponsors, IVD.

"It was an honor sponsoring the B2B seminars for store owners and industry professionals," stated Frankie Kay of IVD. "We had dozens of people attend several seminars that our staff helped put on, touching on innovative tactics storeowners can use to drive repeat customers into their brick-and-mortar stores. We also got some great leads

and new business prospects from talking to show-goers, so overall it was a very positive experience to be a part of the B2B lineup at EXXXOTICA."

Fans were also able to enjoy a vast array of entertainment on the show's main stage throughout the three-day event. Some of the highlights included the Ms. EXXXOTICA Competition where beauties from around the country vied for the title of representing the show and a \$2,000 grand prize. Brazilian brunette beauty Carolina took home the Ms. EXXXOTICA crown and will represent the show for the coming year. Also hits on the main stage were Vivid's "Bad Ass Air Guitar Championship," Genesis' daily question and answer sessions with the top names in adult, Burning Angel's "Strip for Pain," Nakita Kash's pole dancing acrobatics, and the feather-flying action of the Professional Pillow Fight League.

All in all, "the show your ~~mother~~ mayor warned you about," EXXXOTICA New York, is the most successful event of its kind in the history of adult shows to hit the area, and 2009's event promises to be even better.

"I was really amazed at how much support we got from the adult industry, the stars, the building officials and the general public. This was by far the most challenging show we've ever produced," said J. Handy, Director of Victory Tradeshow Management. "But in the end it was also one of the most successful. We look forward to bringing EXXXOTICA to the New York/New Jersey area for many years to come."

Visit EXXXOTICA's official website at www.ExxxoticaExpo.com for information about upcoming shows in Miami Beach (May 8-10, 2009) and their return to the New York/New Jersey area in 2009. For those interested in securing booth space and sponsorships for EXXXOTICA in New York and Miami Beach, please contact Victory Tradeshow Management at info@vtshows.com or call (215) 462-8800.

Photos available upon request. Please email, pr@vtshows.com.

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