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EXXXOTICA MIAMI BEACH 2009 PROVES SEX STILL SELLS

EXXXOTICA MIAMI BEACH 2009 STANDS UP TO RECESSION!

May 18, 2009 Miami Beach, FL/Philadelphia, PA — The adult industry had a watchful eye on the 2009 installment of EXXXOTICA Miami Beach (www.eXXXoticaMiami.com). They weren't quite sure how things would turn out. With the country in economic turmoil, people were wondering aloud: "would sex still sell?"

But the numbers are now in and they couldn't be better. EXXXOTICA (presented by HotMovies.com) is still a major hit with over **19,500 attendees and booth sales up nearly 25 percent!**

Organizers Victory Tradeshow Management (www.vtshows.com) are thrilled with the successful results of this year's show. Rather than "playing it safe," they decided to put their money where their mouth was and make EXXXOTICA Miami Beach 2009 "bigger and better." The show, which ran from May 8th through the 10th at the Miami Beach Convention Center, had more stars, attractions, exhibitors and entertainment than in its previous three years. All totaled, more than 100 stars from the adult world were on hand at the show

"We knew that with the change in the economy from last year to this year, we needed to put our best foot forward, and that is exactly what we did," said J. Handy, Director of Victory Tradeshow Management. "We were able to grow our exhibitor base tremendously. We brought in more adult stars, as well as expanded the variety of the event with MMA and import auto exhibits. We increased our advertising budget and promotional efforts. All of this proved advantageous and gave us our strongest show to date."

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EXXXOTICA's giant "Fantasy Island" booth attraction (sponsored by GENESIS magazine) featured over 15 of adult's biggest stars signing autographs and meeting fans. A-list names such as Jesse Jane®, Jenna Haze, Sasha Grey, Sunny Leone, Gina Lynn, Joanna Angel, Bree Olson, Teagan Presley, Eva Angelina, Kayden Kross, Stoya™, Riley Steele™, Angelina Armani, Alexis Texas, Kaylani Lei and others helped headline a show that brought out the hottest and brightest from the world of adult films.

Wicked Pictures contract stars Jessica Drake, Mikayla Mendez and Alektra Blue to appeared exclusively in the Clips4Sale.com VIP Room, while Vivid had their gorgeous stars Savanna Samson, Hanna Hilton, Nikki Jayne and Meggan Mallone meeting fans on the show floor in their booth. Show sponsors HotMovies.com featured adult legend Ron Jeremy with Sunny Lane, TLARaw.com's "POPPORN.com" booth had superstars Gianna Michaels and Kimberly Kane greeting fans, and Cezar Capone's exhibit featured his usual crop of XXX cuties. Some adult stars also had their own booths such as Pinky, Courtney Cummmz, Candace Von, Taylor Wane, RubberDoll, Nyomi Banxxx and Roxy Reynolds. Some of the biggest lines of the weekend belonged to the "Long Island Lolita" Amy Fisher who has embarked on an adult career of her own. In addition dozens of the infamous EXXXOTICA Hotties were everywhere on the show floor putting big smiles on the faces of attendees.

EXXXOTICA's entertainment stage was also a huge hit and featured a busy schedule that kept fans entertained from the minute doors opened to the end of the weekend. The Wicked Girls did an amazing job of hosting the interactive "truth or dare" game show "How Wicked Are You?" while a seemingly endless cavalcade of superstars were a hit as usual as they participated in GENESIS magazine's daily live question and answer sessions. Award-winning feature entertainer Lexi Lamour and the always sexy RubberDoll treated the crowds to their scintillating dance routines, Amy Fisher hosted the Mother's Day MILF contest, and as always, one of the best received events of the weekend was the Ms. EXXXOTICA Competition which crowned its newest winner, the gorgeous Andrea Sullivan.

For the first time attendees were introduced to a new part of EXXXOTICA, Sunday's NITRO Submission Fighting Tournament. This Mixed Martial Arts grappling tournament (sponsored by FighterWarehouse.com) brought out many up and coming stars from the MMA world to compete for over \$4000 in prizes. Additionally, MMA enthusiasts were thrilled to meet one of their idols, WEC Bantamweight champion and the #4 Ranked Pound-for-Pound fighter in the world, Miguel Torres, who was signing at the Fighter Warehouse booth.

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“Overall we couldn’t be happier with the event,” continued Handy. “We’ve spoken with a number of our exhibitors and sponsors and they seem to share the same sentiment. This year’s EXXXOTICA Miami Beach was a huge success and will only be outdone by what we have planned for EXXXOTICA New York in September.”

EXXXOTICA is scheduled to return to South Beach on May 14-16, 2010, but fans of adult entertainment don’t have to wait that long to enjoy the EXXXOTICA experience. The show lands at the New Jersey Exposition Center in Edison, NJ for the second straight year of EXXXOTICA NY from September 25th through the 27th. Information is available at the www.ExxxoticaExpo.com website. 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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