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2010 EXXXOTICA Expo Conquers South Beach... Next Stop, Los Angeles!

***Fifth Anniversary of EXXXOTICA Is A Huge Success & Cements
Adult Consumer Event As The Top Expo in America***

(PHILADELPHIA, PA/MIAMI BEACH, FL) — This past weekend, the 2010 EXXXOTICA Expo (presented by HotMovies.com) celebrated its fifth anniversary, and the event's producers Victory Tradeshow Management couldn't be more pleased with their most successful show to date and can't wait for their Los Angeles debut.

EXXXOTICA Miami Beach, which ran at the Miami Beach Convention Center in beautiful South Beach, saw attendance grow slightly with just over 20,000 total attendees who came to "celebrate sexy." EXXXOTICA also had a record number of exhibitors (over 200 companies were represented) for the show and over 250 members of the media came out to see what all of the buzz was about, including all of the major networks, radio stations and virtually all of South Florida's media outlets.

The show was highlighted by an all-star roster of adult stars who traveled to South Beach to meet their fans. The show's massive "Fantasy Island" booth (sponsored by Genesis Magazine) hosted adult superstars such as Digital Playground's Jesse Jane, Adam & Eve's Teagan Presley and Alexis Ford, "Performer of the Year" Tori Black, "Best New Starlet" Kagney Linn Karter, Sunny Leone, Monique Alexander, Shauna Sand and Vivid Girls Savanna Samson and Lia, Jenna Haze, Alexis Texas, Gina Lynn, Lupe Fuentes, Joanna Angel, Ice LaFox, Nina Mercedez, Taryn Thomas, Audrey Bitoni, Lexi Lamour, Isis Taylor and Amia Miley, .

This year's show also marked the South Florida debut of "Legends of EXXXOTICA," which featured the XXX icons like Jill Kelly, who made her first convention appearance in eight years. She was joined by top names from the annals of adult history such as, Lisa Ann, Nina Hartley, Kylie Ireland, Sean Michaels, Mr. Marcus, Tabitha Stevens, Taylor Wane, Ginger Lynn, Alexandra Silk, Luc Wylder, Francesca Le, Mark Wood, Vanessa Blue, Shayla LaVeaux, and Tyler Faith. The new addition to the Miami event was an overwhelming hit for the attendees, stars and media.

Indeed, the stars were shining at the show. While both "Fantasy Island" and the "Legends" booths featured top names, it didn't end there as various companies such as HotMovies.com, Clips4Sale.com, MyFreeCams.com, LA Direct Models,

Bluebird Films, Jules Jordan Video, Bang Bros. and many other exhibitors around the massive show floor enjoyed the same enthusiasm with names like Ron Jeremy, Sunny Lane, Naomi Banxxx, Pinky, Kristina Rose, Brooke Banner, Brandy Talore, Rubber Doll, Breanne Benson, Madelyn Marie and dozens more who traveled to Miami Beach.

Infamous Tiger Woods mistress Joslyn James enjoyed a swarm of fan and media attention at the LA Direct Models booth, while mainstream star Shauna Sand signed copies of her Vivid celebrity sex DVD and Joanna Angel played tour guide to G4's roving camera crew. All together over 100 stars of adult films, magazines and websites spent three days meeting and greeting their fans.

EXXXOTICA's entertainment stage (sponsored by SexAppShop) featured a non-stop schedule of interactive events, musical performances, and sizzling feature dance shows starring Lexi Lamour and Rubber Doll. Highlights included Saturday's crowning of a new Ms. EXXXOTICA, a "Family Feud" game show parody featuring the Vivid Girls, "How Deviant Are You?" starring Teagan Presley and the stars of the hit movie *Deviance*, and all-star panels where fans could ask their favorite stars any and all questions.

The Expo's Seminar Series featured standing room only crowds who gathered to get information on such topics as getting into the adult business, spicing up their sex lives, swinging, technology in adult, and even a spoken word performance from the one and only Ron Jeremy. Other adult luminaries such as Derek Hay, Lisa Ann, Nina Hartley, Alexandra Silk, Luc Wylder, Michael Fattorosi and Kylie Ireland gave their insights on subjects near and dear to their hearts.

J. Handy of Victory Tradeshow Management, the producers of EXXXOTICA, said about this year's historic event, "EXXXOTICA began in South Beach and we will always think of this show as our home. We have seen this show grow from an idea to the entity it is now and it's helped pave the way for our other show in New Jersey and our debut in Los Angeles this summer. We had an incredible time celebrating our fifth year where it all started, and the feedback we have received about this year's show is just the icing on the cake. We want to thank each and every one of our attendees, the stars, exhibitors and sponsors for their support and we're already looking forward to returning in 2011."

For those interested in securing premier booth space and sponsorships for next year's show or the EXXXOTICA Expo in Los Angeles which runs from July 9-11 at the Los Angeles Convention Center, or in Edison, NJ at the New Jersey Expo Center which runs November 5-7, please contact Victory Tradeshow Management at info@vtshows.com or call (215) 462-8800.

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