

**FOR IMMEDIATE RELEASE**

# **NJ's 2009 EXXXOTICA EXPO TAKES IT TO THE NEXT LEVEL!**

***SECOND YEAR FOR NY/NJ ADULT CONSUMER SHOW SOLIDIFIES  
EXXXOTICA AS THE BIGGEST CONSUMER EVENT IN THE COUNTRY!***

(PHILADELPHIA, PA) — The numbers are in and the 2009 NY/NJ edition of the EXXXOTICA Expo (presented by HotMovies.com) wrapped up its second year last week, and organizers Victory Tradeshow Management report that even with potential obstacles thrown in its path, this year's event steamrolled over them and was indeed bigger and better as the show was billed.

This year's show, which ran at the NJ Expo Center in Edison, NJ Friday, September 25th through Sunday, September 27th, once again saw about 18,000 total attendees descend on a convention hall that was more than twice the size of the year before. In addition to the record-breaking number of attendees for the show, EXXXOTICA saw a media blitz featuring over 100 outlets covering the show including all of the major network news crews covering the show.

Members of the media broke the story that a last-minute attempt by the Edison city council to amend zoning ordinances that would outlaw the show if it was within 1,000 feet of a public park, school or house of worship. But despite their efforts, the show went on without a hitch, as the venue was approximately eight inches safely outside of the council's imposed boundaries, allowing the show to go on as scheduled and without any additional restrictions.

Highlights of the show included the show's massive "Fantasy Island" booth which was sponsored by Genesis Magazine, and that hosted such adult superstars as Jesse Jane, Sasha Grey, Jenna Haze, Teagan Presley, Eva Angelina, Bree Olson, Kayden Kross, Sunny Leone, Gina Lynn, Savanna Samson and her fellow Vivid Girls Monique Alexander, AJ Bailey and Meggan Mallone, Nina Mercedez, Taryn Thomas, Isis Taylor, Moxxie Maddron, Lexi Love, Alexis Ford and the final adult industry appearance of Penny Flame.

This year's show also marked the debut of "Legends of EXXXOTICA," which featured the largest collection of adult hall of famers ever assembled under one roof. XXX icons such as Seka, Lisa Ann, Heather Hunter, Kylie Ireland, Sean Michaels, Taylor Wane, Teri Weigel, Ginger Lynn, Christy Canyon, Mr. Marcus, Alexandra Silk, Luc Wylder, and more greeted enthusiastic fans for the three days of the show. The new attraction 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 hosted non-stop lines of rabid fans who wanted to meet their adult idols, various booths around the show floor enjoyed the same enthusiasm with names like Tera Patrick, Ron Jeremy, Sunny Lane, Wicked Girls Jessica Drake and Alektra Blue, Courtney Cummmz, Joanna Angel, Naomi Banxxx, Amy Fisher and dozens more who made the trek across the country to strut their stuff to the Garden State faithful. The stars and vendors enjoyed their most successful trade show to date with many of them reporting record sales of their merchandise.

EXXXOTICA's entertainment stage (sponsored by Clips4Sale.com) featured a non-stop schedule of shows. Highlights included Saturday evening's performance of hip-hop pioneers 2 Live Crew, daily interactive shows such as a "Family Feud" game show parody featuring the Vivid Girls from the past and present, "How Wicked Are You?" starring the Wicked Girls, and all-star panels where fans could ask their favorite stars any and all questions. One version of this featured all of the legends where a standing ovation was given to the stars who helped pave the way for adult as it is today.

J. Handy of Victory Tradeshow Management, the producers of EXXXOTICA, summed the weekend up best. "We are here to celebrate sexy, and that's exactly what the show does. The feedback from our exhibitors and attendees has been nothing short of amazing on what a success this year's show was. Hotels were sold out, area restaurants and other businesses related to our guests saw an increase in business and we're glad to have contributed to the local economy. We want to thank each and every one of our attendees, exhibitors and sponsors for their support and we can't wait for 2010."

For those interested in securing premier booth space and sponsorships for next year's show or EXXXOTICA Miami Beach which runs from May 14-16, 2010, please contact Victory Tradeshow Management at [info@vtshows.com](mailto:info@vtshows.com) or call (215) 462-8800.

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