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First-ever Professionally Produced Adult Erotic Expo Comes to the Nation's #1 Market: New York City

May 22, 2006: New York City - The legendary Exotic Erotic Expo and Ball, coming to New York City, June 16 and 17, has been recently lauded by leading adult industry trade magazines, entertainers, and personalities as #1 adult-themed exposition to ever land in the Big Apple.

The publishers of ADULT STORE BUYER Magazine (www.asbmagazine.com) and sister publication EXOTIC DANCER CLUB BULLETIN Magazine (www.exoticdancer.com), report that many in the adult industry have long been waiting for a professionally produced adult erotic expo in the nation's #1 market: New York City. The Exotic Erotic Expo and Ball, which was founded in San Francisco, California, has been drawing 25,000 international attendees each year to the massive Cow Palace for 7 of its 27-years. The first ever New York City Exotic Erotic Expo and Ball is anticipated to elevate East Coast adult entertainment and product awareness on par with its West Coast sister erotic exposition, and other leading adult expos, including Vegas' Adult Entertainment Expo and Erotica-LA.

Dennis Hof, the effusive Bunny Ranch owner and star of HBO's *Cathouse*, states, "Our success correlates favorably with large adult gatherings when they're done right. I believe the Exotic Erotic Expo and Ball will pack the house and be an ideal networking event that will move product direct to the consumer. I'm also personally going on Howard Stern Show to help promote the Exotic Erotic Expo and Ball."

Evan Seinfeld of ClubTera.com, states, "Tera and I participate in the Exotic Erotic Ball in San Francisco because we love the producers, the way we are treated, and the production and the quality of the consumer that attends. I believe the New York City Expo will be huge for the industry and it's a smart business decision to be a part of it."

“I have never seen a expo that is structured any better when it comes to generating commerce. The Exotic Erotic Expo producers are very sophisticated and understand the adult industry and my business,” says Ellen Mason of Intimate Associates, a leading distributor of adult novelties.

The Exotic Erotic Expo occurs at Pier 94 from 2:00 PM to 10:00 PM on Friday June 16 and from Noon to 6PM on Saturday, June 17, 2006. Then it closes for 3 hours and re-opens as part of the Exotic Erotic Ball on June 17 from 9PM to 3AM.

Companies interested in exhibiting can contact Cat Rich, Mistress of Marketing, at email: cat@firemagic.com

More information is available at www.exoticeroticball.com, email: info@exoticeroticball.com, or at 1-888-EXOTIC-6.