

SEX APP SHOP™ TO SPONSOR 2010 AVN ADULT ENTERTAINMENT EXPO (AEE)

LAS VEGAS (AVN Adult Entertainment Expo Booth 6043), December 15, 2009 – International sensation the Sex App Shop™ (www.sexappshop.com)--the new app store featuring adult content for the iPhone and iPod Touch--announces it is a headlining sponsor of the 2010 AVN Adult Entertainment Expo (www.adultentertainmentexpo.com), the adult industry's largest event.

With more than 80,000 downloads in its first 10 days of launch, the Sex App Shop™ is a safe, legal and discreet alternative to iTunes that offers adult viewers apps, videos and photos with full nudity from a huge library of content including major studios and labels. The Sex App Shop™ can be downloaded free by pointing a phone's mobile browser to www.sexappshop.com with no hacking or jail-breaking of devices required. Once downloaded, apps are available instantly and don't need a Web connection to run, allowing for efficient offline viewing of apps, even in the most remote locations.

The Sex App Shop™ was built on a platform that is currently being used as a successful storefront for magic-trick apps called Premier App Shop, created by magician Steve Sheraton of Hottrix, the developer behind the wildly popular iBeer app. This platform is available to be licensed by companies and brands of all sizes to create their own app shops to sell content directly to consumers without going through Apple or iTunes.

"Our cloud-based Instant-App-Creator makes it amazingly simple for content owners and labels to sign up, create a downloadable app and monetize their content," said Steve Sheraton. This is also a great opportunity for smaller labels and models just starting out to reach new audiences and create a fan base utilizing a powerful medium like mobile."

While other adult solutions for mobile users offer limited content or a one-dimensional content viewing experience, the Sex App Shop™ is a fully-operational app store featuring Penthouse Pets and stars seen in Playboy, Vivid, VCA, Wicked Pictures and New Sensation. Apps currently available from the Sex App Shop™ are 99 cents. Alternatively, memberships as low as \$17.99/month are available, giving users instant access to a library of more than 10,000 images for free. New apps are constantly added and the store's library of content is growing daily.

"With the onslaught of digital content available, we realized the adult industry needed something that was easily accessible to consumers that would give them a fast and most importantly, legal alternative to browsing content on-and-offline while respecting strong but unobtrusive DRM, said Maria Gara, '[The SnakeBabe](#)' and owner of Premier App Shop LLC. "We think the Sex App Shop can save the adult industry and this sponsorship of the AEE just weeks after launch is a testament to our belief in the success of this store."

The creators of the Sex App Shop™ have gone to great lengths to ensure users enjoy industry-leading privacy settings. For quick discretion, while browsing or viewing apps, users can simply tilt their device and a false newspaper appears on the screen, disguising any app content. Credit card statements are billed as Premier App Shop™, which is a fully-operational magic trick site, thus creating an innocuous decoy for snooping bosses or family members. The home screen icon can also be edited by the user to look like something inconspicuous. Additionally, there are no traces of adult content in the user's browser, video player or photo viewer.

The Sex App Shop™ features content for virtually every taste. With more than 30 categories currently available, users can choose from a screen full of different shops, depending on what they're in the mood for that day. Once purchased, the user owns the app and if ever lost can be re-downloaded for free.

Additional press materials including downloadable videos and images available here: <http://sexappshop.com/media/>. For editorial consideration, the same content/info applies to loveappshop.com and thatappshop.com.

About Premier App Shop LLC:

The Premier App Shop™ was created as a storefront for magicians and fans to share magic apps independently with each other. This technology led to the creation of the Sex App Shop™ (www.sexappshop.com), which makes adult content available to mobile users on the world's most popular and best-selling devices. The Sex App Shop™ has partnerships with the industry's largest distributors of adult content and also makes its store available to independent content owners, smaller labels and models that are just starting out. The Sex App Shop™ provides a safe, legal and fun way for users to enjoy adult content when they want it, where they want it.

Non-affiliate disclaimer:

Neither Premier App Shop LLC, Maria Gara nor the Sex App Shop™ are affiliated with nor endorsed by any content producer listed above nor any of the models appearing on the Sex App Shop™. No endorsement of any kind is implied by the use of the content licensed to and viewed at the Sex App Shop™. Penthouse, Playboy, Vivid, VCA, Wicked Pictures and New Sensations are trademarked terms owned by their respective owners, and are not affiliated with the Sex App Shop™.

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