

AN AMERICAN XCESS PRESS RELEASE



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Debut Title for American Xcess Platinum Series Receives 'Amazing' Response

CHATSWORTH, Calif. — Distributor American Xcess credits the A-list performers and production values of "The Instigator," the debut title released last week under its Platinum Series premium all-sex label, for the movie's impressive sales performance.

Directed by industry veteran Chris King and produced by his company, Monarch XXX, "The Instigator" stars Moxxie Maddron, AVN Female Performer of the Year Hillary Scott, former Hustler contract girl Jessica Jaymes and Lindsay Meadows, as well as former AVN Male Performer of the Year Mark Davis.

"The response we've gotten for 'The Instigator' is amazing," American Xcess head of sales Steve Miller said. "It's doing very, very well and it's all credited to the attention to quality throughout the movie. There's always been a market for performers who can put out a good scene and for titles that pay attention to detail in their productions. 'The Instigator' hits both targets full on."

Harry Jose, American Xcess general manager, said quality always sells.

"When we got the idea to launch the Platinum Series, it was out of the need to highlight titles we felt the consumers would enjoy," he said. "With the success of 'The Instigator,' we'll be expanding the line to include the upcoming titles of Hot Zone. Its movies not

only feature, but are also directed by Marco Banderas, who is quickly gaining prominence as one of the industry's biggest names."

To watch a trailer of *The Instigator*, visit http://americanxcess.com/artroomtrailers/7-17-07/instigator_2000k.wmv

For more information visit www.americanxcess.com. Distributors may contact Steve Miller at steve@americanxcess.com or call 877-880-2880 for sales inquiries.

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About American Xcess:

Featuring titles from the world's most innovative directors, American Xcess distributes adult movies produced by Marco Banderas' Hot Zone, Jon Yuma's Nasty Pixxx, Chris King's Monarch XXX Media, Barry Wood and Jonathan Moore's More Wood Productions and Shameless Studios, among others. American Xcess also distributes productions from UK-based British Bukkake, Erotic Flesh Productions, Mad At It Productions, One Eyed Jack, Spanking Tomato and MSS Interactive.