

AN AMERICAN XCESS PRESS RELEASE



For Immediate Release

11/2/07

Contact:

Wayne Hentai

Hentai Public Relations

818-206-0512

wayne@hentaipr.com

American Xcess Platinum Series Launched For Premium Lines from the Distributor's Producers

CHATSWORTH, Calif. -- Meeting market demand for production values and sizzling scenes starring adult's best performers, distributor American Xcess introduces the American Xcess Platinum Series for its producers of top tier X-rated entertainment.

"It's no secret that the adult market is flooded with product," American Xcess General Manager Harry Jose said. "The American Xcess Platinum Series is a label to identify our producers who shoot outstanding product that's something above and beyond the expectations of the consumers at home."

Jose added that in the current adult market, there's no room for anything but quality. However, exemplary productions that stand out still need some way to be identified.

"At American Xcess, we bring some of the best titles from around the world together under one roof," Jose said, "but the Platinum Series is something we feel that the buyers and consumers should pay extra attention to, because these are movies they really shouldn't miss."

The first title to be released under the premium label will be Monarch XXX's *The Instigator*, directed by Chris King and starring reigning AVN Female Performer of the Year Hillary Scott. New movies will be added to the American Xcess Platinum Series if the titles meet the label's demanding requirements.

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

-30-

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.