

Undercover Interview:

AUGUST 2010

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Photo Adam & Eve



ADAM & EVE PICTURES

UNDERCOVER The Adult Entertainment Resource For Retailers



CONTENTS INSIDE THIS ISSUE

22, 23	DAVID LORD INTERVIEW
6, 7	TOP TWENTY DVD
37	TOP TEN GAY
20, 21 PINUF	P / COMING ATTRACTIONS

UNDERCOVER ADVERTISER INDEX

PAGE	COMPANY
2	ADAM & EVE
36	BACCHUS
17	BLACK MAGIC PICTURES
26	CABALLERO
27	COMBAT ZONE
40	DARING
30	DIGITAL PLAYGROUND
10, 11	EVIL ANGEL
24	EVOLUTION
	EVOLVED
	FILMCO
	HUSTLER VIDEO
	KICK ASS PICTURES
	LEGEND VIDEO
	MERCENARY PICTURES
	METRO MEDIA
	EW SENSATIONS/DIGITAL SIN
	RED LIGHT DISTRICT
	ROCK HARD PILLS
	SHANE'S WORLD
	SHOOTING STAR
	SIN CITY
	STICKY VIDEO
,	SYSTEM JO
•	WICKED PICTURES
9	ZERO TOLERANCE

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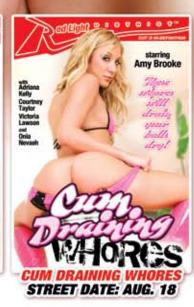
with Adriana Kelly Courtney Taylor Victoria Lawson and Onia Nevaeh



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THULESIDAY Lord of Asses 5-Pack (8-12), Tom Byron Best of House of Ass, Tom Byron Babes Ballin Boys #20, Pleasure My Blonde Bombshell, Pleasure T-Girl Rear Entry, Evolution	Ω	DD Doctors, Tom Byron Boy Meats Girl #10, Evolution Anal Encounters, Pleasure Dude Looks Like A Lady Boy #2, Evolution All Star XXX: Nikita Denise 3 pk, Pleasure	12	Masturbation Nation #9, Tom Byron House of Ass 5-Pack (5-9), Tom Byron Lesbian Lust, Evolution MILF Sensation, Pleasure Shemale Spitfres #2, Evolution	19	Strap-On Sunny, Tom Byron I Cream With Genie, Pleasure All Holes No Poles #11, Evolution Sex Squad, Pleasure Red Boxxx, Simon Wolf T-Girl Rear Entry #2, Evolution		a
WEDNESDAY WEDNESDAY Hooked, Wicked Wery Best of Russian Institute, Marc Dorcel Girls Carit Think Straight, Wicked Ass Quaking All Stars, Vouyer Media Crushing On Draven, Burning Angel	Cum Dumpsters #9, Red Light District Chocolate Sorority Sistas #8, Candy Shop My Chick Has A Dick, PXP	Thick Azz All Girl Orgies #3 Black Magic Pictures Extreme Ty #22, Slicky Gang Bang MLFs #11, Slicky The Way I See It #2, Slicky Fairy Tale, Wicked	A Piece of the Action, Playgirl Raunchy Girls GG #48, Abby Winters Bombshell Bottoms #7, Vouyer Media I Fuck Myself, Red Light District Triple Playas, Candy Shop	Until There Was You, Wicked 7 Sex Starved Nurses, Marc Dorcel Slick and Sarxy, Pargin Fuckabilty, Burning Angel Come With Me IM #38, Abby Winters Cum Draining Whores, Fad Light District Mommy Likes Brothas, Candy Shop Muscle ReFux, PXP	10	Black Dymondz, Black Magic Pictures Mondo Extreme #94, Shooting Star Latinas Love Chooolate #3, Sicky Being Naughty Alysha #17, Sicky Stroke Suck & Tease #11, Sicky Maid To Order, Wicked Absolute Amateurs #4, Vouyer Media Dripping Wet Sex, Playgird Girls of Red Light - Sash Grey Hed Light District Lost In Dark, Canoly Shop		
TUESDAY	0	Latina Lap Dancers, Red Light District 0.G. Honies, Candy Shop Namy On The Job, Twistys Best of Gangbang Auditions #3, Diabolic Pornstar Bootcamp, Zero Tolerance Amateur Booty Patrol #2, Black log	10	Filthy MILFs #3, Fusxion Chicabooty, Video Team Amateur Sex-A-Thon, Diabolic Big Rack Attack #8, Zero Tolerance Big & Tasty, Black loe	17	Alice, Cal Vista Twisty's Hard, Twistys Filled For The First Time, Diabolic Shot Glasses #3, Zero Tolerance Official Flava Of Love Parody, Black loe	P.I.T. Pornstars In Training, Diabolic Pornstar Cribs, Zero Tolerance Mailed In Amateurs #2, Black Ice	31
Coming Attractions AUDADA Seinteld 2: A XXX Parody, New Sensations Only Blondes #2, Sexsense Your Ass is Nextl, New Sensations	C	Cuckold, Combat Zone	0	Huge Cock Junkies #3, Combat Zone Beautiful Sluts, New Sensations Dress Me Up #4, Sexsense	16	Fuck My Bitch, She's A Tranny! Combat Zone The Interns, New Senserions Sexy Bitches, Sexsense	Jeny's A Pervert, Combat Zone Sex And The City: A XXX Parody New Sansations Fuck Me Please, Sexsense	C C 21

ADULT FILM DIRECTOR

David Lord has been in the adult business for more than 20 years and has dedicated himself to directing on a full-time basis for the last six years. Whether the movie he is working on is a comedy, parody, or gonzo film, he enjoys expressing his creativity through his direction. Lord's goal is to consistently provide adult fans with enjoyable, quality adult products that reflect his commitment to his work. We'd like to thank David and Adam & Eve Pictures for making this interview possible.

UC: How and when did your career in the adult industry begin? Did you start out as a director or somewhere else within the industry?

DL: I started in 1988 as a sales representative for a company called Western Visuals, selling video tapes to stores and distributors. I didn't start directing fulltime until 2004.

UC: What kind of work did you do before you entered the business? Have your prior experiences influenced your current career?

DL: I worked as a veterinarian's assistant so that work hasn't really impacted my adult career.

UC: What misconceptions do people have about you and/or your work?

DL: They assume that I have sex with all the actresses and that is all that we do. We'd never get any work done if that were the case!

UC: What do you most enjoy about directing?

DL: The creative aspect of it. I love taking a script and making it come to life. If it's gonzo I like the aspect of letting the viewer at home feel like he is right there in the room. I enjoy capturing the action in such a way that they have the best viewing experience possible.

UC: What awards/nominations/honors have you won thus far?



Photos: Adam & Eve

DL: I won awards for Best Vignette two years in a row, in addition to awards for Best Cinematography, Best Video of the Year (as a producer) and for Best DVD of the Year. It was also an honor to be nominated for Best Director, as well as garnering nominations in a number of other categories.

UC: Who and/or what are your influences (both in and out of the adult world)?

DL: My mainstream influences are Tarantino, the Coen brothers, Tim Burton, and some Tony Scott movies. On the porn side for features it would be Brad Armstrong, Nick Andrews, Lee Roy Myers, Greg Dark, and some Michael Raven. For gonzo I admire Bruce Seven, Johnny Darko, and Erik Everhard.

UC: Do you tend to specialize in just one or two genres or do you prefer greater variety in the types of films you work on?

DL: I like darker movies or comedies although I can do pretty much anything. I just love the movie-making process.

UC: What components make an adult film successful?

DL: I believe the formula for success is plenty of hot sex, a good box, and obviously, you have to have some star power.

UC: What distinguishes you as a director? What is/are your signature(s)?

DL: I think that would be my consistency. I think for the most part when you get one of my movies you will see the care that goes into making it. I love edgy looks and angles although I don't always get to shoot that type of movie. It doesn't matter if it's a romantic comedy, parody, thriller, or a gonzo because I will always give it 110%, and you will see that in the final product.

UC: For you, what is an ideal sex-tostoryline ratio? Do you think that's

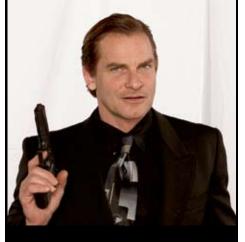
consistent with or different from current trends in the industry?

DL: Consistent for the most part. I think a 20-minute sex scene with a narrative seems to work. As far as gonzo, around 30-35 minutes seems to be what feels right, though I have shot an hour-long scene. That was just magic.

UC: Do you ever appear in any of your films, either in sexual or non-sexual roles? Why or why not?

DL: No, I don't because adult is already my life and I don't want it to be my sexuality as well.









UC: Assuming you had no limitations on budget, location, cast, etc., describe your dream film.

DL: Anything over 50k is a headache, so something that is sexually erotic, visually stunning, edgy, and keeps you interested in watching it would be a dream, along with a smooth-running set during production.

UC: Do you think of your films as a way to convey a message to your audience? If so, what message are you trying to send?

DL: I am not curing cancer here; I am just trying to entertain people. If I had to pick the message, I'd say love life and love sex.

UC: How is today's porn better (or worse) than the porn of years past? What direction do you see it headed?

DL: After 20 plus years in adult I have seen a lot; it comes in waves. We're going through a tough period right now, but it will pick back up. I think that IPTV and On Demand will be the next big things, as well as 3D once it becomes more cost-effective. I think stores and hard goods will always be around. People like something tangible that they can hold in their hands.

UC: What projects are you currently working on?

DL: A big show called *Killer Bodies*. Watch for it next year.

UC: Are there other details you'd like to share with us?

DL: I'd just like to ask everyone to keep checking out my movies. I hope you enjoy them!





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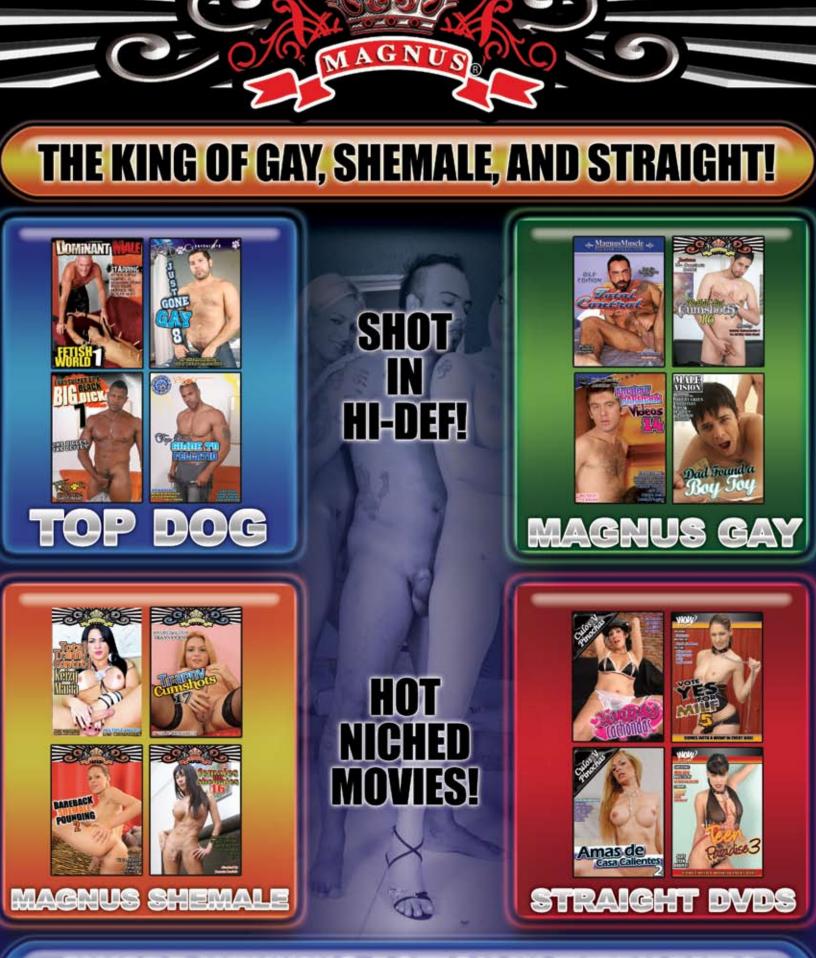


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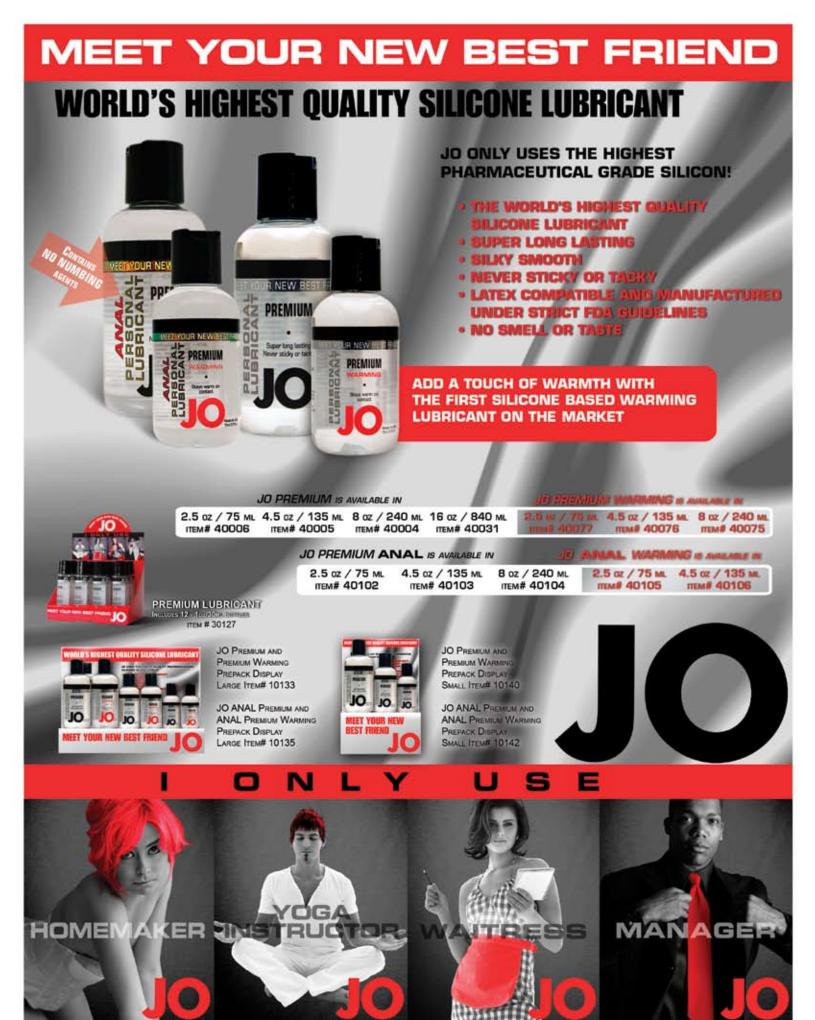




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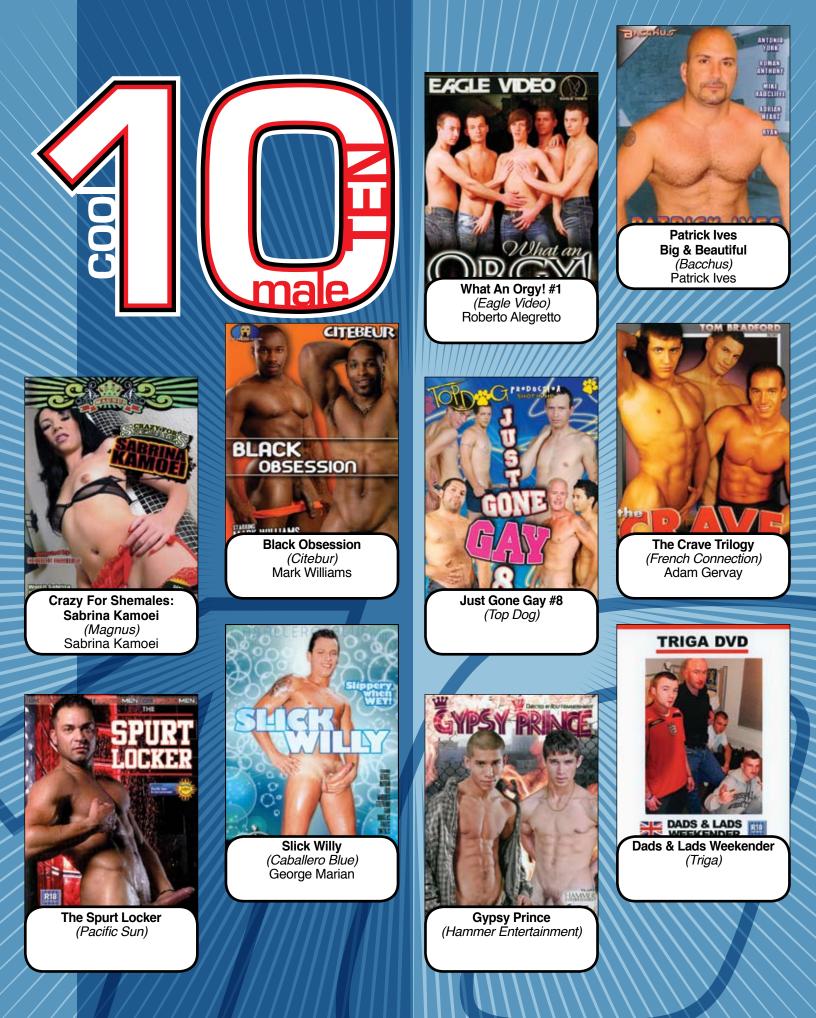
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