SEPTEMBER 2010

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ONLY THE BEST:

- TOP 10 GAY
 TOP 20 DVD

NEW RELEASES FOR

Wicked Pictures' Visionary Owner

Manufacturers Reach Out to Retailers with "The Store Program"

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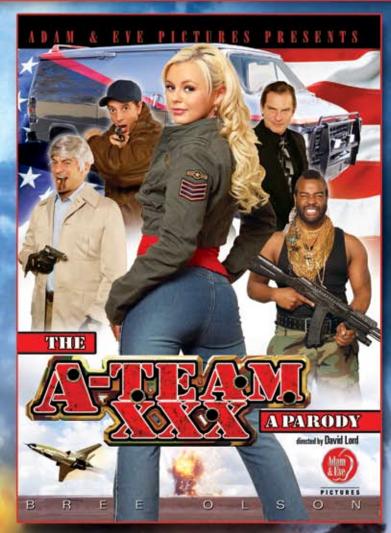
ADAM &

EVE PIGTURES



TEAGAN PRESLEY





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KAYDEN KROSS



UNDERCOVER

The Adult Entertainment Resource For Retailers



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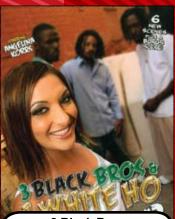








Stroke Suck and Tease #11 (Sticky Video) Adriana Kelly



3 Black Bros & 1 White Ho #2 (Shane's World) `Angelina Korrs´



Natalia Rossi



DD Doctors (Tom Byron) Shyla Stylez



Fairy Tale (Wicked) Stormy Daniels



Pornstar Bootcamp (Zero Tolerance) Andy San Dimas



Not M.A.S.H. XXX *(LFP)* Krissy Lynn



Cougar Street (Digital Playground) McKenzie Lee, Lisa Ann



Phattys Rhymes & Dimes #14 (Freaky Empire) Montana Fishburne



Montana Fishburne (Vivid) Montana Fishburne



Squirt Solos! (Kick Ass) Charley Chase



Pinky



Mondo Extreme #94 (Shooting Star) Bonnie Clydesdale



Cum To Mommy #8 (Anarchy) Sophie Dée



Mother-Daughter Exchange Club #15 (Girlfriends)



Seinfeld #2, A XXX Parody (New Sensations)





Perfect Ass: Alexis Ford (Adam & Eve) Alexis Ford



Alice (Cal Vista) Sunny Lane



Thick Azz All Girl Orgies #3 (Black Magic Pictures)
Mz Twilight













BUTTMAN MAGAZINE



















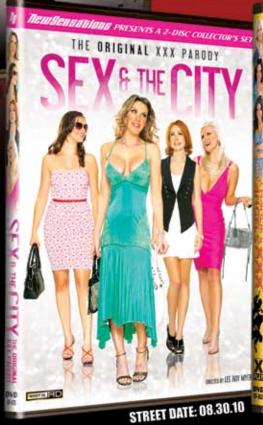
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HI-DEFINITION

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Originally from New York, Steve Orenstein established Wicked Pictures in Canoga Park, California in 1993, after developing an interest in the creative aspects of film production while still a partner in his previous adult company. Orenstein formed his fledgling company with a firm commitment to producing quality adult productions created specifically to appeal to women and couples. It was a move that yielded almost immediate dividends as Wicked was honored with several industry awards during its first year, including Best Video Feature and Best Director. Shortly afterward, Orenstein signed the first of the company's celebrated Wicked Girls, Chasey Lain. After signing the now legendary superstar Jenna Jameson in early 1995 and bringing in industry veteran Joy King to promote her, he watched as Jenna instantly heated up the screen and became the first star to win Best New Starlet, Best Actress, and Best Sex Scene in her first year. The Wicked/Jenna partnership assured Jameson's status as the porn star of the decade, and in no small measure helped to put Wicked Pictures on the map. Always at the forefront of innovation, Wicked Pictures closed 2006 by becoming the first adult studio in history to release an adult film in the HD DVD format. The HD DVD release of The Camp Cuddly Pines Power Tool Massacre became a major mainstream news event, receiving coverage by such media giants as Variety and Fox News. Having won countless awards for excellence over the years in the many areas of performance, eroticism, craftsmanship, and design, Wicked Pictures continues to be one of today's leading innovators in the adult industry. It's obvious that Steve's personal commitment to quality and integrity in every aspect of his business has brought him not only success, but the respect of his peers and customer loyalty to the Wicked brand.

Wicked Pictures' Visionary Owner STEVE ORENSTEIN

Photos: Wicked Pictures

UC: How and when did your career in the adult industry begin?

SO: I had a very glamorous start. My first job was part-time in the warehouse for an adult magazine publisher...30 years ago!

UC: What kind of work did you do before you entered into the adult industry?

SO: The adult industry is the only place I've ever had a full-time job in my adult life. I started in the industry at 18.

UC: Please describe your role and responsibilities at Wicked Pictures.

SO: As the owner, my role and responsibilities at the core are the financial success of the company and keeping our brand integrity. What I specifically do on a day to day basis on these topics is constantly evolving, but could involve any aspect of the business including production, sales, PR, marketing, new product development, etc.

UC: While DVD sales continue to wane, what advice can you offer to retailers as they attempt to respond to this trend?



SO: It is true that DVD sales are down in big part because of the free product readily available on the Internet. This is affecting who is still coming into the retail store. The younger men are getting it for free on their computers. Women are still (and more than before) shopping in person in the higher end stores. I see more and more stores making the transitions needed to attract and accommodate their growing female clientele. Making stores lighter and brighter, widening aisles, and changing store fixtures are just some of the things I see. The most notable difference though is the change in product mix and buying patterns. Lingerie and toy sections are growing in stores while DVD sections are shrinking. It is important for retailers to understand there is still plenty of money to be made in the DVD segment of their business, but the proper product mix is essential. While bringing in softer products in other parts of the store they need to do the same with DVD and bring in more women and couples-friendly product, along with cross-merchandising those movies in the toy and lingerie sections.

UC: What steps has your company taken to combat Internet piracy?

SO: Combating Internet piracy has been a difficult and expensive undertaking, but we have been fighting it several different ways. For years we have had in-house employees search the web looking for our content; we then send take-down notices. We have also added an outside company to do that for us as well. The problem is, no sooner than it's down it's back up again. We recently started working with a company that digitally fingerprints our movies so they can be found easier on infringing sites. As well as monitoring and sending notices, we have been involved in several legal battles with tube sites. Some of the litigation has



Photos:

jessica drake, Alektra Blue, Kirsten Price, Kaylani Lei -The lovely ladies starring in Wicked's upcoming release, *Speed*, directed by Brad Armstrong. our new line "Wicked Passions". This line focuses on bringing consumers the next generation of product made for women and couples, even more so than what we have done in the past. The first title in the series will be out in October and is called *It Starts With A Kiss*.

UC: What career accomplishment(s) are you most proud of?

SO: When I started Wicked, I was told that two other companies already had the couples/story-driven market locked up and that we may want to reconsider our direction and just put

"When I started Wicked, I was told that two other companies already had the couples market locked up and that we may want to reconsider our direction and just put out anal movies."

been on our own, but some has been in conjunction with other studios. We've also been working with the Free Speech Coalition whom we significantly support. In addition, we are working with several international companies to deal with the piracy around the world on a consumer level.

UC: What distinguishes your studio and product from others in the adult industry?

SO: I started Wicked 17 years ago with a strong commitment to making quality adult movies for women and couples. At the core, this is who we are. We felt this market was being greatly overlooked. Even when retailers weren't seeing women come into the stores, we recognized that they played a major role in the product choice, even if the man was in the store buying it. Over the years we've seen many fads come and go. The industry went through what was called the gonzo revolution. Many companies that made story driven product stopped and jumped on that bandwagon. For Wicked, we continued to stay true to who we are even when that type of product was not in as great demand. Today we continue to build on our roots with the creation of



out anal movies. I'm proud to say that we stayed the course and 17 years later Wicked is considered a leader in the industry. I'm also proud to have been in the same industry for 30 years and still have my integrity intact. That has always been more important to me than doing whatever it takes to make the next deal.

UC: What would you say are the key factors in making your adult studio successful?

SO: I may sound like a broken record already, but we've always focused on the quality of our movies and our integrity. Choosing to give up either or both of those over the years could have made the company more money in the short run. But we've chosen to feel good about what we do and to sleep good at night. Another key has been our directors, contract stars and employees; many have been with the company from five to 15 years.

UC: Tell us about the most important lesson this industry has taught you.

SO: I think an important lesson I've learned from being in this industry is to not stereotype groups of people



or make judgments before knowing someone personally. If you're in this business long enough everyone has had to deal with being a victim of that in one way or another.

UC: What major changes do you foresee the industry making in the next three to five years?

SO: I won't try to make specific predictions on products and technologies, etc. Depending on how the economy recovers between now and then, I believe we will continue to see companies in all sectors closing their doors while others consolidate like in mainstream. We are in an industry that has traditionally been very forgiving, where you could make money regardless of your decisions. At this point every company needs to work their businesses smarter than ever. Those who pay close attention to the details and make the adjustments they

need to, whether it's cutting expenses, changing their product mix, focusing more closely on what they produce, etc., will adapt and be here to be part of those changes in three to five years.

UC: How have you and Wicked contributed to the fight against unjust prosecution of industry professionals and customers?

SO: We have always been a strong supporter of the Free Speech Coalition who has continued to fight for our industry. Although we can't afford to financially support every case that comes up, we have sent money or product to help others fight their cases. For over ten years Wicked has sponsored Free Speech Lobby days in Sacramento, both financially and by sending employees and contract stars to meet with legislators and ensure our voice is heard by lawmakers on topics that could affect our business.

UC: What are some of your major goals for your company in the coming year?

SO: We plan to intensify our focus on the female customers. We hope to establish our Wicked Passions line as the premier source of romantic product. In keeping with our brand and creating product for couples, we're also working on a new series of instructional DVDs. The market is ready for a fresh approach to this type of product and we're anxious to deliver what consumers are looking for. We will also be working on expanding our brand into other areas outside of movies with products like lingerie, sexual enhancement products, and toys. In addition, we've recently partnered with Zero Tolerance, New Sensations, JO, Evolved and Pipedreams to create a new venture called The Store Program. Collectively, our goal is to support retailers by providing promotional and marketing assistance in any way we can. We're actively seeking feedback on how we can help grow our business together. We genuinely care about retailers and this is our way of showing them the support they deserve. Through GVA, retailers can request a program representative to visit their store and help them with specific issues they may have as well as offer innovative



ideas to help them thrive in these tough economic times.

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

SO: We've covered a lot of ground, but I'd also like to mention our big movie this year, Speed. Our award-winning contract director Brad Armstrong has really done an outstanding job on this movie. It's an in-depth look into the fastpaced, sexy motorcycle club culture and tells the different stories of some of its members. The film not only features an all-star cast but it's neatly packaged in a three-disc set including a 3½ hour movie with 11 sex scenes, mind-blowing stunts and plenty of bonus material! All in all, it will make this movie a collector for everyone who enjoys a bike ride, as well as those who don't!





























































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NEW RELEASES























5 HOURS











6 PACKS







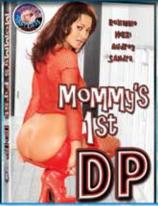


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NEW RELEASES













GOT BUSH





















6 PACKS





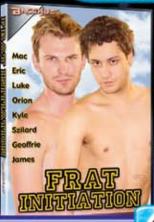


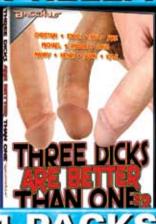


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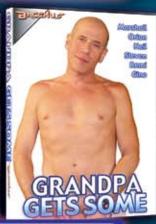
NEW RELEASES































6 PACKS







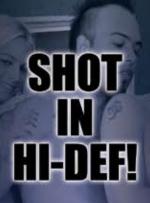






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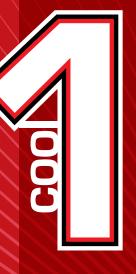








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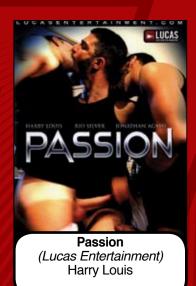


Hairy As They Cum (Eagle) Adam Faust



(Next Door Studios)

Cody Cummings





(Bacchus) Pasceo Márx

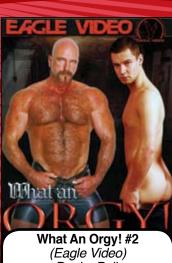


Just Fuck! (Pacific Sun) Nick Loader

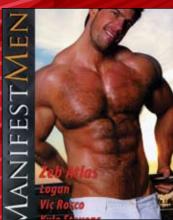


HungBAREians (Pacific Sun)





What An Orgy! #2 (*Eagle Video*) Danko Bell



Manifest Men #4 (French Connection) Zeb Atlas





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STREET DATE: OCT. 4, 2010



STREET DATE: SEP. 17, 2010



STREET DATE: SEP. 20, 2010





STREET DATE: OCT. 4, 2010

