

# PN PORN NEWZ

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## “Yes, I’m really from Shane’s World”

**T**hat’s what I say to retailers all over the country when I visit them. Many are stunned that our studios would take the time and effort to pay them a visit. I’ve been to stores 25+ years old that have never been visited by someone from an adult studio. While others may have disregarded brick and mortar, we certainly haven’t. I welcomed the opportunity to spend this year on the road visiting you guys. I believe it’s the best way to find out what we can do to better serve you. It can get a little hectic on the road sometimes as my travels take me all over our great country, but I’m always excited to see the stores in that next city. We’ve endured some really cold weather, some really hot weather and just today avoided a tornado scare and a small hail storm.

So maybe I’m the first guy to visit your store from an L.A. studio. That’s an honor I’m proud to have. You’ve taken the time to support our studios and dedicate shelf space to us. It’s the least we can do to pay you a visit and tell you thank you. Your clerks work hard to keep your customers happy, so why not reward them with a Blackzilla or College Invasion t-shirt? It’s important to us that you know that Shane’s World and Hush Hush Entertainment aren’t just studios you carry, we are also your friends and partners in this industry.

## RETAIL TIPS FOR YOUR STORE

You wouldn’t believe how many retail stores I go to that carry absolutely no new releases. I’m amazed when I go into a store that carries nothing but the cheapest movies they can find, assuming that the customer doesn’t care at all about quality. I’m not saying there’s no place for catalog or sell-through, but if that is all your stores carry, then I can’t imagine you have many regular customers. There’s no motivation to go to the porn store to get “that movie Leisure Time released 5 years ago that has footage from 5 years prior to that”. You don’t go to Blockbuster and see only catalog titles, because Blockbuster knows that you use New Release titles to draw them in, and they’ll probably grab a catalog or pre-viewed title at impulse. I can tell you from my years of experience and what I have seen on my travels so far...no store carrying just catalog or sell-

through is doing well. The most successful stores carry the newest titles from the top studios. That’s just the bottom line.

Here at Shane’s World our most popular line is the College Invasion series. We go to real college campuses, pair up college students with porn stars and film the madness that ensues. Our most successful distributors and chains reorder all 11 volumes plus our Best Of title. However, there’s a way that you can get 9 of the 11 volumes for a better than New Release price. We have released volumes 1-9 in 3pack box sets. The great thing about them is that they can be broken up and sold individually. Our boxsets are 3 individual movies in 3 individual cases, with a cardboard wraparound box. These are also available from your distributor at a price better than if you ordered each volume individually. That way you can stock the entire College Invasion series, and get a nice discounted price when you reorder by boxset. We’ve also released the Girls Night Out and Shane’s World Scavenger Hunt series in boxsets just like College Invasion. And coming soon is the Hush Girls Vacation Boxset that includes 3 volumes from Hush Hush Entertainment’s offering to the ‘porn stars on vacation’ theme. Also, Shane’s World released a Best Of College Invasion DVD that features footage from the first 3 volumes of College Invasion, including a lot of previously unseen footage. That title is available from your distributor at a reduced price as well. It’s because of retailers that the College Invasion series became the sensation that it did, and this is our way of saying thanks to all our retailers out there, by giving you the chance to make great profits on these great titles.



## TO CASE OR NOT TO CASE.

Do you use security cases for your movies, or do you keep your inventory behind the counter? It's a dilemma most adult stores face. If you keep the movies behind the counter, your inventory is safe from shoplifting. However, there are drawbacks to this. First, you lose a significant amount of retail space to secure your DVDs. Secondly, you run the risk of adding significant waiting time to completing each transaction.

If you decide to use security cases, you can devote almost all your retail space to actual retailing, and speed through transactions. However, you must add in the cost of the case itself. Some cases can cost as much as \$2 each. If you carry a large inventory, that can add up to a lot.

If you do decide to case your movies, you then must decide which type of case you want to use. Alpha Security makes a great sturdy case with a small footprint. The footprint is the bottom part of the case that sits on the shelf. A large footprint can reduce the amount of DVDs you can put on a shelf. Alpha can also install a ferrite coil that works with Sensormatic systems. It's also a very clean and clear case that doesn't detract or dull the color palette of the DVD covers.

"It's a tough decision, both ways have pros and cons. Research what would work best for your unique situation before making that decision."

## BAD BOYS, BAD BOYS, WHATCHA GONNA DO?

One thing I didn't expect to encounter along my trip were stores that were clearly and openly breaking the law. I made my way to a store in Killeen, Texas recently called "Da Turn On". From the outside it looked typical enough, and upon entering I was greeted by a friendly guy behind the counter. My initial reaction was that it was a store not carrying any New Releases, as everything out on the shelves were cheap comps. Before introducing myself, I asked the guy if they carried New Releases, and he proceeded to show me their entire illegal bootlegging operation. Turns out they would order 1 copy of certain New Releases, make DVD copies of it, and sell them for \$10. I'm talking quality studios like Jules Jordan, Evil Angel and Black Market to name a few. I can't imagine what kind of effect that store was having on their local competitors like Dreamers and Cindie's. With evidence in hand, we turned that store's information over to the studios affected, so they could each handle the situation however they chose to.

Will I encounter a bootleg store again? Probably. And we'll get that operation shut down too. This is no different than online piracy, and that's an area that Shane's World and Hush Hush Entertainment are committed to putting an end to.

"The sex was fun but never degrading. The quality was great, it didn't take itself too seriously, the girls and guys were hot and it captured real chemistry."

Every adult retail store in the country should be offering something for the couples customers. But not every couple is the same. Chances are right now if a customer comes in and asks for something couples-friendly, your clerks will suggest Vivid, Wicked or Digital Playground. While those are all fine suggestions, they are also all very similar. Not all couples want a plot heavy movie with bad actors and actresses trying to deliver dialogue between their sex scenes. I remember when I was a buyer and Megan Stokes, Vice President of Sales for Shane's World told me that Shane's World was a great couples company. I hadn't really thought of it, but she was right. The sex was fun but never degrading. The quality was great, it didn't take itself too seriously, the girls and guys were hot and it captured real chemistry. What more could a couple ask for? I started encouraging our clerks to recommend Shane's World to couples. Sales took off, and couples became regular Shane's World fans. We started thinking outside the box on suggestions. We would even suggest Jules Jordan titles to some couples if they were seeking something hardcore but not degrading. Couples never complained and we had couples and single men and women renting the latest Ass Worship DVDs. All of a sudden we had opened our couples customers up to new titles and a whole new way of seeing adult movies. Don't be afraid to suggest something new to a couple if you've gauged that they want something more than Jenna Jameson or Candida Royale can offer, you might be surprised how much they appreciate it!

## FEAST YOUR EYES ON THESE BAD-ASS POS DISPLAYS

Many producers of adult entertainment products have displays out there, and I have visited quite a few adult stores all over the country. I've seen these so called displays, and they are pretty much crap. Most of these displays are made out of cheap, flimsy cardboard or plastic. Well not ours!! Get a load of the new Shane's World and Hush Hush Entertainment store displays. Made out of wood and metal laminate with an awesome water jet cut aluminum top. These can even be custom made to be as big or as small to fit any individual store needs. Below are the dimensions:

17 1/2 inches wide, 16 inches deep  
36 inches high, with the logo piece in place  
39lbs without dvds - 58lbs with 90 dvds



# Top 30 New Releases

## The Big Picture DVD Store

If you are interested in getting our DVD displays for your store, Please contact your local distributor or Megan at: 1800-SW-RULES or 818-717-8851  
Email us at: Sales@shanesworld.com

### WHERE'S NATE?

Where's is Nate? Contact him at (818) 730-4666 or nate@hushinc.com if you want him to swing by with his current arsenal of goodies for your store!

**NOW IN STORES!!!**



- 18 Tear Old Pussy #13** Devils
- 2 Chicks Same Time #1** Naughty America
- Anal Aspirations #9** Diabolic
- Aussie Fuckfest Gold Coast** Hustler
- Big Ass Adventure #7** Bang Bros
- Big Naturals #6** Reality Kings
- Booty Annihilators #4** Bone Digital
- Bound** Wicked
- Brand New Faces #9** Vivid
- Breaking Ass in St Petersburg** Evil Angel
- Control Freaks** Vouyer Media
- Defend Our Porn (3 discs)** Evil Angel
- Devin Does South Beach** Score
- Don't Pull Out #5** Red Light
- Fresh Breed #5** Gina Lynn
- Fuck My Tits #4** Elegant Angel
- Getting All A's #2** Digital Sin
- Give Me Pink #4** Jules Jordan
- Inter-Racial Payload** Evil Angel
- Jack's POV #11** Digital Playground
- Keep It Right There #2** Evil Angel
- MILF & Honey #8** Rodney Moore
- Milton Twins #2** Newport
- Mother Load #4** Zero Tolerance
- My Scary Movix** Marc Dorcel
- My Space #5: MILF Bound** Sinsation
- Nut Inside Me** Bone Digital
- Pure** Adam & Eve
- Roxys Wet Dreams** Club Jenna
- Welcome to Hollywood** 3rd Degree

—Dave Stevenson  
The Big Picture DVD Superstore & The Adult Merchant Exchange  
Liverpool, NY

# NOW AVAILABLE!!!



# SHANE'S WORLD

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VOODOOHOUSEXXX.COM

**HUSH**  
ENTERTAINMENT  
HUSHHUSHENT.COM

**bd**  
bonedigital  
BONEDIGITAL.COM

**FRAT HOUSE**  
FILMS  
FRATHOUSEFILMS.COM

**PORN WEEK**  
PORNWEEK.COM



PURPLE STARFISH ENT.

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PRODUCTIONS  
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