



For immediate release
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2nd Asia Adult Expo ended with 25,000 attendees from all over the globe

Asia's only international event for adult products and entertainment, the 2nd Asia Adult Expo (referred as "AAE") - ended with resounding success on Dec. 6, 2009. The show attracted a record-breaking 25,000 visitors, including 2,000 professional visitors from 28 countries and regions.

Over 70% of trade visitors found the show a very good platform to find business partners. 70% of them are interested in toys, novelties and lingerie. Mr. Fhal, one of the largest wholesalers in France and Europe, has planned this trip well in advance. "I am here to source sex toys, lingerie & shoes for my outlets. We sell all over Europe. My supplier is also here, we have been doing business for at least 4 years. After the numerous first meetings here, orders will certainly be placed."

Exhibitors enjoyed the 3 day show, mentioning they have met buyers from all over the world. Mr. Kai Gruenenwald, Managing Director of Loewie Ltd., is very positive on his first trial on the Asian market. "The presence at the 2009 Asia Adult Expo truly presents a milestone in the development of Loewie's boutique distribution business. We are convinced that this fair should be on top of the agenda of every Asian company involved in our industry."

With an exhibition area of 8,000 sqm, the show featured 100 exhibiting companies and brands from Canada, China, France, Germany, Hong Kong, India, Japan, Sweden, The Netherlands, UK, USA, etc. Mr. Hiroaki, Sales Director from TIS, one of the most famous adult entertainment groups in Japan, was more than happy for their first participation. "It is our first show in Asia, we have brought over 300 types of products to showcase. We would like to take this opportunity to develop the export market for the company." Their booth was always packed with fans of their charming stars and those who were eager to purchase their products.

Asia's leading supplier, Mr. Simon Nan, Managing Director of Nanma Manufacturing Co., Ltd. has high comments for AAE. "The show is getting bigger and bigger and we have met buyers from Australia, Europe and Japan. We have sold triple amount of the merchandise on the first day. We are very satisfied with the result and will definitely come back next year."

Visitors statistics have shown, among the public visitors, 60% were couples and 45% were female. Over 60% of the attendees will consider to purchase products at the fair. The remarkable increase of 66 percent in attendance reflected the importance of the Asian adult market.

Another key element of AAE are the professional performances. AAE has invited renowned overseas performers and AV stars to perform on stage. During the performance session, the stage was surrounded by admirers and fans. The climax was surely at times when souvenirs were handed out by performers and AV stars.

Mr. Kenny Lo, Chief Executive of Vertical Expo Services Co., Ltd. was pleased with the result of the fair. "With more and more international coverage this year, AAE is becoming a global event for Adult products and entertainments in Asia. My special thanks to the media, our partners, our exhibitors and the visitors who made this event happen. We look forward to an even bigger event next year!"

AAE is an exclusive platform to provide adult entertainment and to let industry players exchange market news and information. It will be an eye opener for industry players and general public to share and have fun through interaction and participation.



About Vertical Expo Services Co., Ltd

Based in Hong Kong, Vertical Expo Services Co., Ltd is an innovative exhibition organizer that has staged various international conferences and exhibitions covering a variety of industries such as adult entertainment, agriculture, elderly care and funeral.

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