

FOR IMMEDIATE RELEASE

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EXXXOTICA & XTUBE **BRING THE “AMMYS”** **TO MIAMI BEACH!**

It's an award contest that any regular person can enter. It's an award contest that any regular person can win. In fact if you are a professional, you're not even eligible.

It's the first annual Amateur Adult Film Awards, aka "The AMMYS".

EXXXOTICA ~ Miami Beach, the largest and fastest growing adult event on the East Coast, together with XTube.com, the first porn 2.0 site on the web, have gotten together to give recognition to the Adult Industry's newest stars... amateurs.

"The AMMYS are like the People's Choice Awards of the Adult Industry and the first of its kind to be open only to amateur performers, writers and directors," said J. Handy, the creator of EXXXOTICA. "It's really a groundbreaking thing and destined to be an annual event at EXXXOTICA."

The AMMYS will feature amateur films both created by and voted on by true amateurs. Prizes include an AMMY Award (Which doubles as a functioning video camera), flights to Miami, hotel rooms, VIP Tickets to EXXXOTICA, XTube Money and of course bragging rights. Winners will be announced during a ceremony at this year's EXXXOTICA ~ Miami Beach, scheduled for Friday, April 18th through Sunday, April 20th at the Miami Beach Convention Center, 1901 Convention Center Drive, in South Beach.

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“We recognized amateur was one of the fastest-growing areas of the Adult Industry and we wanted to give both the performers and fans of this niche something to enter and watch,” said J. Handy, Director of EXXXOTICA.

“With all the advancements in home video equipment virtually anyone can make their own adult films,” says Lance Cassidy, the creative instigator behind XTube.com. “More and more people are getting in front of the camera now and letting the world see exactly what they can do that’s so fantastic.”

It’s easy to enter. Just go to www.TheAmmyAwards.com and follow the rules for entering. Competition for The AMMYS will fall into seven different categories including; Best Male and Female Soloists, Hottest Couple, Worst Lighting, Video of the Year and more. There is also an additional honorary award category for Lifetime Achievement.

“Just because you’re famous doesn’t mean you can’t still be an amateur,” says Handy.

Nominated for Lifetime Achievement Awards are Paris Hilton, Pam Anderson & Tommy Lee, Kim Kardashian and Dustin Diamond (aka, Screech).

“How do you put an Amateur Adult Award show without paying tribute to the founders of the entire genre?” said Cassidy. “We’re going to be inviting all of the nominees to join us in Miami. Keep your fingers crossed!”

To enter and/or view the submissions, visit www.TheAmmyAwards.com.

EXXXOTICA ~ Miami Beach 2008 is scheduled for Friday, April 18th through Sunday, April 20th at the Miami Beach Convention Center. For more information on EXXXOTICA go to www.EXXXOTICAexpo.com and for more information on XTube go to www.xtube.com.

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