



MEDIA RELEASE:

12th October 2006

AUSTRALIANS NOT PRUDISH TOWARDS EXPLICIT EROTIC FILMS*: RESEARCH AFFIRMS

KEY FINDINGS:

70%	AUSTRALIAN ADULTS DO NOT FIND EXPLICIT EROTIC FILMS OFFENSIVE
76%	AUSTRALIAN ADULTS BELIEVE EXPLICIT EROTIC FILMS SHOULD BE MADE AVAILABLE ON A RESTRICTED BASIS

Sydney, Australia – 12 October 2006 – The attitudes of adult Australians towards explicit erotic films are more relaxed than is often portrayed, according to new research by ACNielsen, commissioned by AdultShop.com Limited.

A national survey of Australian adults by ACNielsen revealed that most Australian adults are not offended by explicit erotic films. The survey showed 70% of Australian adults do not find explicit erotic films offensive and 76% of Australians believe explicit erotic films should be made available on a restricted basis to people over the age of 18 years, who wish to view or purchase them.

AdultShop.com commissioned the independent market research in September 2006**, to gauge the general public's opinion on films or videos involving various forms of actual sex.

"The results of this independent research confirm the majority of Australian adults do not personally find explicit erotic films offensive," said Amanda Musgrave, Head of Marketing for AdultShop.com Limited.

"AdultShop.com does not see these results as new information but rather as confirmation of general community attitudes that have existed for some time."

The research also found most Australian adults believe explicit erotic films should be legally available for purchase, throughout the states of Australia, on a restricted basis to adults over the age of 18 years.

"AdultShop.com believes the current method of classification of explicit erotic films in Australia is not reflective of general community standards." concluded Ms Musgrave.

* *Explicit erotic film: film or video primarily involving various forms of actual sex, including close-ups, involving consenting adults, with no coercion or violence.*

** *This independent survey was conducted by ACNielsen over the weekend of 1-3 September 2006 with a sample size of 1499 Australians over the age of 18 years.*

For further information contact:

Carla Liuzzo
Ogilvy Public Relations
02 8281 3286/0422 924 077

Kathryn Powditch
Ogilvy Public Relations
02 8281 3234/0415 442 905

About AdultShop.com Limited:

AdultShop.com Limited is a public company listed on the Australian Stock Exchange. The Company is Australia's leading e-tailer of adult products from its web site adultshop.com. In addition to this well-known web site, the Company owns and operates 28 retail stores throughout Australia and New Zealand. The Company also owns and operates the largest wholesale business of adult products in both the Australian and New Zealand markets.