

PRESS RELEASE

THE HUSH SECRET IS OUT

It's a business with revenues bigger than the world's top tech companies combined, engages millions of Australian men and women, and if you believe the newly formed Australian Sex Party, is virtually recession proof.

Adult Entertainment is booming in Australia and around the world thanks largely to the Internet, which has allowed adult content to be viewed on-line.

But it's the on-line delivery that is also its vulnerability. Users become easy prey for identity theft, online scams, spam and viruses, as well as placing children within the household at risk.

It is this conflict of interests – a desire to watch against a desire for privacy and safety – that has led to the establishment of Hush Prepaid Adult entertainment cards.

The cards work in a similar way to prepaid phone cards. They can be bought at selected retail outlets and with a unique username and password used to access Hush adult content.

They allow access while maintaining child protection software such as Net Nanny and deliver adult entertainment content without the need for a credit card or requiring membership and the disclosure of personal details including private email address.

Founder and director Remonda Martinez says adult entertainment is a \$2 billion industry in Australia and showing no signs of slowing down.

"If anything, this industry is growing as we see adult content move from the fringes to mainstream," says Ms Martinez.

"However there are risks for users and this was the reason we established Hush Prepaid Cards. Once you hand over personal details you are immediately vulnerable; more than 10 million Americans last year were the victims of identity theft and Australians are not immune.

"Internet scams are also a large problem as we saw when one Australian family lost \$55,000 and their opportunity to see the Beijing Olympics through a fraudulent ticketing operation."

The company will launch on December 12 and is inviting investors to get involved to manage and distribute to retail outlets. The cards will be made available nationally and the number of distributors strictly limited to ensure exclusive distribution areas that return investors a minimum 100 per cent return on investment.

"Each investor will purchase stock and point of sale material with the cards placed on consignment with the retailer," says Ms Martinez. "There is a strong incentive for retailers to participate with no up-front costs and a large return on each card sold.

“If our investors choose to expand their sales through websites, online auctions, expos or other direct selling methods they could expect to see a 300 per cent return on their initial investment.”

Investors are encouraged to opt into the business now to ensure first access to high traffic retail outlets and prepare for the upcoming busy retail time of the year. The marketplace is ready to receive a unique Christmas gift idea and Hush Prepaid Cards are expected to fly off shelves around the nation.

The company behind Hush Prepaid is Friday Night Productions, a partnership between Ms Martinez and her husband Alejandro. The mother of two has a long history in sales and marketing, having steered Blue Haven Pools and Spas for more than a decade.

“We’ll be supporting our distributors with a strong advertising campaign and point of sale marketing material that delivers financial benefit to both them and the retailers,” says Ms Martinez. “There will also be tried and true sales training for our distributors.

“We know that there is a huge appetite for adult content. Australians spend twice as much as Americans per capita on pornography and almost three times as much as the British.

“It’s interesting to note also that women are accessing adult content in increasing numbers – more than 30 per cent of users are women. That’s one in three!”

Customers will need to provide proof of age to purchase the cards as they presently do with cigarettes.

To learn more about opportunities to invest in Hush Prepaid Adult Entertainment Cards visit www.hushprepaid.com.au or call 1300 739 265.

HOW HUSH PREPAID CARDS WORK

The Hush Prepaid Internet Card works like a phone card. There are multiple cards with time frames that vary from five to 90 days. Each card has a unique username and password which is hidden under a scratch panel. Access is unlimited allowing continuous login until time runs out.

HUSH PREPAID CARD ADVANTAGES

Hush Prepaid cards deliver privacy to those who wish to anonymously access online adult entertainment. No credit card details are required, no on-going memberships, no email addresses, no spam, no pop-ups, no viruses. Customers have access to a comprehensive range of adult content, which is continually up-dated and renewed. Users have access to more than 4000 full length Hi Definition movies, erotic stories, Reality TV shows, Celebrity star DVD’s, quality photos, sexy pictures, cartoons and more.