

SHOTS MEDIA

*A new name,
a new era!*



address new location:

Shots Media - Veesteeg 12 - 6658 KP - Beneden-Leeuwen - The Netherlands

Tel: +31 (0) 487-519 333 - Fax: +31 (0) 487-519 246 - info@shotsmedia.nl - www.shotsmedia.nl

Cash and Carry open from monday till friday: 09.00 - 17.00 hours

As the preparations for the opening of the new Shots Media warehouse on July 18th are now shifting into top gear, the editors of Sign Europe decided to take this event as an opportunity to look back on the company's past 10 years of existence. And of course we also wanted to find out what Shots Media boss Oscar Heijnen himself considers the key events in the history of his very own business.

When taking a look at some of the figures representing the current market position of Shots Media, some might find it rather difficult to believe that this Netherland-based porn and toy distributor had been founded just ten years ago. With an impressive 3 million DVDs sold every year, a clientele of 1200 customers all over the world and a staff of more than twenty people, Shots Media has since then grown into one of the major players in the European sex industry.

However, just like it is the case with many of the more famous companies in the world, the beginnings of Oscar Heijnen's business at first gave little indication that Shots Media could eventually develop into an internationally operating



The Shots Media mastermind Oscar Heijnen: Ten years of success seem to agree with him!

porn distributor. Nor could Oscar Heijnen expect his soon-to-commence success story when he started importing Levi's Jeans directly from the United States in 1997 and created the company name of "Shots" along with the famous bullet-riddled logo for this new business. The year before he had still been working as an employee at the distribution company of his older brother Ed Heijnen when he arrived at the decision to become a self-employed. However, after a while, trading in denim pants didn't seem to be much too prolific commercial activity after all and finally Oscar decided to venture into an entirely different and

probably much more lucrative business: the distribution of pornography.

In those early days, "Shots Video" boss Oscar Heijnen actually didn't even have an office and thus had to run the company from his own bedroom. However, with just five licenses at hand and a single computer, the Dutchman was still able to achieve a turnover of 400,000 Gulden in the first year of operation. The money gained was soon invested into a small bureau in the village of Druten, which is close to Oscar's home town Nijmegen. In retrospect, the Dutchman remembers that renting this office caused him some restless nights as he had to pay 1.200 per month for it, which was still a lot of money for him at that time. At about the same time, Oscar hired his first two employees to assist him with



The yellow boxes were issued in the early days and soon became a fans' favourite



Soon after it was founded, Shots Video began exhibiting at various trade fairs

his business: Hylke van Lent and Marco Leenders, which had been good friends of him at that time.

The first VHS porn titles to be available from Shots Video were produced by "Holland", a Dutch label that produced movies exclusively for the local market. In order to better promote their productions and to fetch higher sales, Oscar and his team decided to sell the movies in the now-legendary bright yellow quadruple packs that were named the "8 Hour Yellow Boxes". According to the Dutchman, about 200,000 copies of the packs were sold per year, of course making them a huge success for Shots Video and helping the brand name to establish itself on the porn market in Europe. The second most important partner in the early days was All System Video, a company which owned the porn labels Afro Centrix and Black Street Hookers, both of which created high sales numbers as well.

An especially important event in the history of Shots Video was the hiring of Pierre Barendregt, an experienced manager who had formerly been working for Scala. When the now 62-year-old Pierre joined Shots Video in July 2004

it didn't take long until he was offered the opportunity to use his expertise to actually initiate a distribution deal with the California-based porn legend Max Hardcore. The highly profitable deal was then finally signed at the Venus Berlin trade fair in 2005. Until today, the several DVD porn lines of Max Hardcore, e.g. "Max Extreme", "Pure Max" or Max Does the Stars" rank among the porn fans' favourites and still reach high sales figures. In early 2007, another supreme porn label from the United States was added to Shots' inventory when Oscar's brother Dennis Heijnen (45) quit Multistock and joined Shots Video, bringing in the distribution rights to Robert Hill Releasing and not least of all lots of expert knowledge.

But besides distributing major porn labels from abroad, Shots Media is also still producing its very own and exclusive hardcore content. Currently, the Dutchmen have no less than five studios under contract which now produce about 50% of all the porn titles distributed by Shots Media, covering virtually all hardcore genres that are popular with the fans.

However, there's little doubt that the decision to build an entirely new warehouse was actually the single most important decision in the history of Shots Media. According to Oscar Heijnen, the construction of the new premises cost the company about 2.5 million Euro, definitely making it the most substantial investment in the history of the Dutch business. The plan to build a new warehouse was first sketched out when it became apparent that the storage space in the old one

was no longer sufficient to keep up with the customers' demand for the products the Dutchmen have on offer. To Oscar Heijnen however, the new warehouse is primarily a starting point which enables him to develop a number of new projects which could eventually transform Shots Media into a business that's actually much more than just a DVD distributor. In the last year, the Shots Media boss launched two entirely new in-house departments, named Shots Internet and Shots Toys, which are now already operating successfully. But if one goes with the latest statements of Oscar Heijnen, the next ten years might see even more ambitious business projects by Shots Media as the Dutchman obviously never seems to run out of ideas when it comes to establishing his company on new markets: "This new building gives us the possibility to roll out our plans and if it works out the way we have planned, we can reach a very high level in the upcoming ten years. I'm only 35 years old and I'm ready for the second ten years".



The first Shots Video warehouse was located at Druten near Nijmegen

Introducing a new toyline at the Grand Opening

From the creators of Shots Toys

PINK

premier sextoys

THINK PINK!

SWEET TOYS FOR SWEET GIRLS

SHOTS TOYS



MEGA SALES DAYS

- July 16th **First stone placement Mega Sales Day**
- July 17th **Mega Sales Day**
- July 18th **Shots Media Party**
- July 19th **Mega Sales Day**
- July 20th **Mega Sales Day**

Open everyday from 09.00 hrs until 17.00 hrs
wednesday closed due to the party



SHOTS MEDIA

Grand Opening

SHOTS MEDIA Party 2007

Special Guest: **ROBBIE WILLIAMS**
VIP Helicopter Flights, Famous Stars and many more...

more information:
www.shotsmediaparty.com



Shots Toys Spin your emotions

SHOTS TOYS



spin your emotions

Shots Toys Spin your emotions

SHOTS TOYS



**Vibrating
Love Ring**

**Golden
Magnets which
stimulates
the erection**

**Super
Stretchy**

get a Golden Erection

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On the occasion of the opening of the new Shots Video warehouse in July, the Dutch distributor will introduce several lines of new love toys to the European market. It's especially a new series of vibrating rings which is regarded as a new and innovative addition to the product range of every retailer in love toys and related accessories.

The decision to venture into a market that's as competitive as the international love toy business is of course something that should earn any adult company the uttermost respect. The manufacturers of vibrators and dildos are now operating in virtually every region of the world and the price war along with the need to keep developing product innovations makes this sector of the sex industry an especially difficult one.



The deal with Nasstoyz from New York City was made by industry veteran Pierre Barendregt (2nd left)

However, at Shots Video, the management still decided to do exactly that. To retailers in Europe, the Dutch business was formerly recognized primarily as one of the largest distributors of DVD porn movies, which covered virtually all genres and included some of the fans' favourite labels. It was not until last year that Shots Video entered the toy market with its own in-house brand "Shots Toys". The first selection of related products was comprised of just 60 different models. Of course, the decision not to confine themselves to the distribution of toys made by other companies but to launch its own brand instead was something of a gamble for the Shots managers. However, to Shots Video boss Oscar Heijnen, this risk seemed to be clearly outweighed by the expectable advantages. "An own brand means higher risks and more work but if

you do a good job on development and marketing at the end it's more successful than just importing and distributing toys", the Dutchman pointed out to Sign Europe. And until today, Shots' undertakings in the toy business have been quite successful. With three different toy brands, "Shots Toys", "Maximum Grind Sex Toys" and "Love Line", the Netherlands-based business is now in the trade with an ever-growing and quite popular collection of products.

The latest addition to the existing toy range consists of a new line of stimulating cock rings which will be introduced to the market in July. This date was intentionally scheduled around the same day that the opening of the new Shots Video warehouse in Beneden Leeuwen is to be celebrated (July 18). A lot of effort and energy had been spent to develop the new toys, Oscar Heijnen said. And indeed the three new cock rings feature both complete functionality and a really appealing design.

The "Vibrating Love Ring" is intended to improve people's sex life by aiding



Shots' Vibrating Love Rings are designed to enhance people's sex lives



The vibrating elements of the new cock rings bring please to both partners

men in maintaining an erection and help stimulating the clitoris during sexual intercourse. The cock ring is made of transparent materials, which are both soft and stretchy, providing easy and painless application of this love toy. Two more things are really special about the "Vibrating Love Ring". First of all, a set of magnets is fitted around the ring, making the use of this product an even pleasurable experience than was possible with a regular cock ring. And secondly, the metal parts of this toy are covered with an 18 Karat gold coat, which actually makes the "Vibrating Cock Ring" an unusually precious and fashionable love tool.

Another very promising addition to Shots' toy collection is the "Super Twin Vibe". This little toy is applied just like the "Vibrating Cock Ring" and is made of the same body-friendly and long-lasting

materials. The difference between the two, however, is that with the "Super Twin Vibe", anal and vaginal stimulation can be achieved at the same time. According to statements by Shots Video, it's the first time any product has been capable of accomplishing this. Just like the "Vibrating Cock Ring", this ring is also re-usable and will retail at a reasonable price.

Of course, the designers at Shots Video also made sure to create a new product which caters exclusively for the desires of the female sex. This is why the Dutchmen invented the "G-Spot Stimulator". This small and disposable vibrator is to be fitted around the penis before engaging in sexual intercourse with the motor directed upwards to directly stimulate the sensitive female g-spot.

On top of that, Shots Video will soon introduce a completely new toy line by the name of "PINK", which is also targeting the female sector of the market. As was stated by Oscar Heijnen, decent colouring and the use of state-of-the-art toy technologies will be the future hallmarks of all products in the "PINK" range. The most advanced vibrators of this line are expected to have ten different speeds and will have a multi-pulsating mode.

Besides the development of the in-house brands, Shots Video was also recently able to sign a deal with the toy manufacturer Nasstoyz, who operate out of New York City. Nasstoyz have been an active player in the toy business since 1978 and its current catalogue is comprised of an extremely large variety of products, including bullets,

beads, sprays, bondage tools, whips, sexual enhancement items, rubber vaginas, penis pumps, Spanish flies, strap-ons, lubricants and of course a massive range of vibrators. According to Oscar Heijnen, Shots Video will distribute the entire assortment of Nasstoyz and all products of this American business will be in stock in sufficient numbers so every item is ready to be ordered by retailers all the time.

With the four in-house brands and the products from Nasstoyz, which altogether comprise of no less than 600 different new items, Shots Video will soon have the power to attack the European toy market efficiently. As can be expected, Oscar Heijnen is now looking forward to firmly establishing his company's toy brands on the market as soon as possible: "It took Shots Video 10 years to become very successful in DVDs. It will take Shots Toys only two years to do the same in this sector. We have the finances and much more importantly, we now have the facilities under one roof".

SHOTS TOYS



www.shotstoyz.com

the Golden Five

Shots Media's Biggest Series Ever

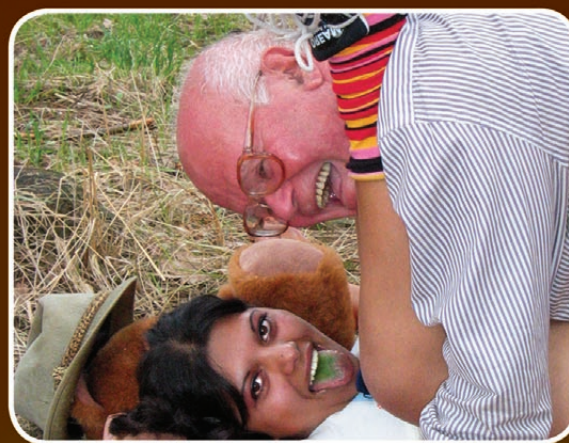
MAX HARDCORE



ROBERT HILL RELEASING CO.



old and young



CANDYGIRL



M MENS LOUNGE



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SHOTS MEDIA

dvd-toys-internet

*Grand Opening
Showroom Open!*

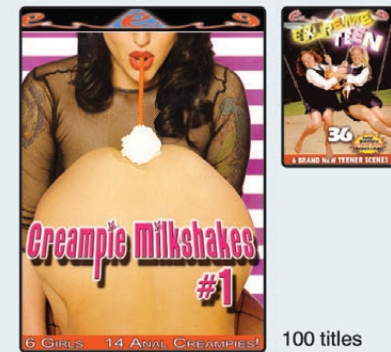
MONDAY 16 JULY 2007: OPENING SALES AT SHOTS MEDIA
 TUESDAY 17 JULY 2007: OPENING SALES AT SHOTS MEDIA
 WEDNESDAY 18 JULY 2007: SHOTS MEDIA PARTY (showroom closed)
 THURSDAY 19 JULY 2007: OPENING SALES AT SHOTS MEDIA
 FRIDAY 20 JULY 2007: OPENING SALES AT SHOTS MEDIA



SUPER SALE



SUPER SALE PACK
€ 39.95



EXTREME 2.0
 DVD PACK 1
€ 125.00



EXTREME 2.0
 DVD PACK 2
€ 125.00



WEDNESDAY 18 JULY 2007

In July we will organize the famous 'Shots Media Party' again. But this year it's extra special, because the party is being held in the week our new distribution centre opens.

As you might have noticed, our name and company style have changed too and we will bring this to your attention as well during the party. This smashing party is meant for our loyal customers and relations.

The well known Shots Media Helicopter will be on the spot again too, for flight tours over the walking route. All together a day you will not forget!

Because of the massive crowd we're expecting, it's wise to reserve your invitation. Request your invitation now via your account manager. When you do so, you'll receive a confirmation by e-mail that you and your partner have been added to the guest list. This letter and e-mail confirmation are your ticket to the party. Without this ticket admittance is unfortunately prohibited.

As you have read before, the party is right in the middle of the opening of our new distribution centre. From July 16th until July 20th the opening will take place and to celebrate this we're having Sales Days all week long! From Monday until Friday great offers, especially for you. Wednesday our warehouse is closed because of our Party.

So make sure you don't miss it! We hope to see you soon in our new Shots Media Distribution Centre!

INTRODUCING 60
NEW 3-PACK TITLES



3-PACK

INTRODUCING 1.000
NEW SEXTOY ARTICLES



SEXTOYS

INTRODUCING NEW
ARTICLES FROM



Nasstoy's

**DVD
STOCK
FROM
0.39
EACH**

SHOTS MEDIA Party 2007

15 titles
**DEMOLITION
PACK 1 € 49.95**

15 titles
**DEMOLITION
PACK 2 € 49.95**

20 titles
**SEXY ENTERTAINMENT
BLACK PACK € 59.95**

50 titles
**SHOTS
PACK € 149.95**

25 titles
**SEXY ENTERTAINMENT
SILVER PACK 1 € 74.95**

25 titles
**SEXY ENTERTAINMENT
SILVER PACK 2 € 74.95**

40 titles
**DIGITAL X
PACK € 79.95**

12 titles
**CARTOON
PACK € 59.95**

SHOTS MEDIA'S SALES WEEK: 16-17-18-19-20 JULY 2007

20 titles
**EVOLUTION
SILVER PACK 1 € 149.95**

20 titles
**EVOLUTION
SILVER PACK 2 € 149.95**

15 titles
**DARLING GIRL
PACK 1 € 74.95**

15 titles
**DARLING GIRL
PACK 2 € 74.95**

25 titles
**MAXIMUM GRIND
SUPER SALE 1 € 99.95**

25 titles
**MAXIMUM GRIND
SUPER SALE 2 € 99.95**

20 titles
**21 SEXTURY
PACK € 49.95**

20 titles
**USA IMPORT
PACK € 39.95**

Party 16-17-18-19-20 JULI 2007



THE NIJMEGEN VIERDAAGSE

The Nijmegen Vierdaagse is Worlds Biggest Marching Event. It takes place in and around Nijmegen, that goes with lots of festivities. More than 50.000 people are marching 50 kilometres a day, 4 days long.



ROBBIE WILLIAMS LET ME ENTERTAIN YOU!

Shots Media always brings you something special. Something you'll remember for a long time. So we got Robbie Williams. We thought everybody might like one or more of his songs, so we invited him to sing at the annual Shots Media Party. Make sure you'll be there to see him perform!



SHOTS MEDIA HELICOPTER

For V.I.P.'s Only!

Reach for the sky with Shots Media! We make it possible. Especially for our V.I.P. guests we have arranged a helicopter flight over the route of the Nijmegen Vierdaagse.

RED LIGHT SUPER SALE



20 titles

RED LIGHT SUPER SALE PACK

€ 139.95



15 titles

VIVID + TERA PATRICK PACK

€ 39.95



14 titles

OLD & YOUNG PACK

€ 59.95



8 titles

NINN WORKS PACK

€ 29.95

WENDY SOMER SUPER PACK



10 titles

WENDY SOMER SUPER PACK

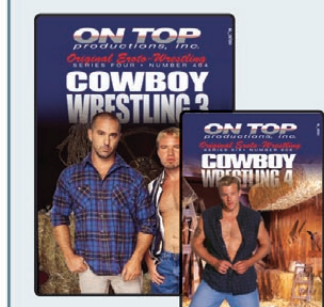
€ 39.95



14 titles

DAMAGED PACK

€ 54.60



5 titles

ON TOP PACK

€ 24.95

COME TO THE PARTY

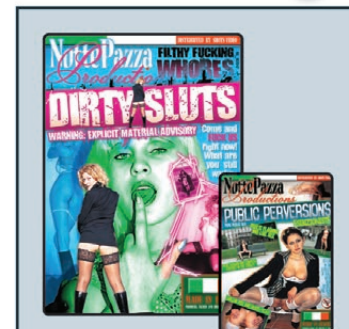
GET YOUR V.I.P. INVITATION NOW!

SHOTS MEDIA Party 2007

Sales Week

THESE SALES OFFERS ARE ONLY VALID ON

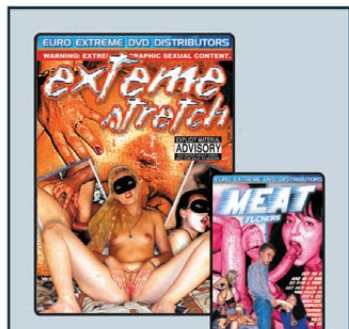
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- THURSDAY 19 JULY 2007: AFTER SALES AT SHOTS MEDIA
- FRIDAY 20 JULY 2007: AFTER SALES AT SHOTS MEDIA



45 titles

NOTTA PAZZA PACK

€ 89.95



45 titles

EURO EXTREME PACK

€ 89.95



80 titles

HOLLAND PACK

€ 99.95



14 titles

PINK 'O

€ 29.95



30 titles

ATHENA PACK

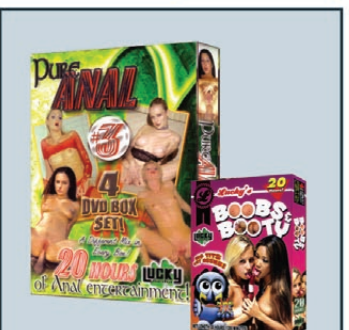
€ 149.95



50 titles

EVIL EMPIRE & DIGITAL PLYGR.

€ 299.95



40 titles

LUCKY MEDIA PACK

€ 239.95



40 titles

DANY STEEL GAY PACK

€ 99.95

SHOTS MEDIA NOW DISTRIBUTOR OF PRIVATE

INTRODUCING NEW TOY COLLECTION



PINK

INTRODUCING A NEW LABEL



BIG TITS

INTRODUCING



VIGORIN

INTRODUCING A NEW LABEL



FURIOUS BOYS

CONTACT YOUR ACCOUNT MANAGER

- Pierre Barendregt**
(Inter)National Sales Accounts
+31 (0)6 537 648 57
- Dennis Heijnen**
Oversea Sales Accounts
+31 (0)6 537 648 57
- Heidi Hietsch**
German Sales Accounts
+49 (0)151 141 700 99
- Ralf Albers**
Austria & Switzerland Sales Accounts
+31 (0)6 288 371 28
- Jaap Allart**
National Sales Accounts
+31 (0)6 538 510 62
- Oscar Heijnen**
National & International Major Sales Accounts
+31 (0)487 519 333

WWW.SHOTSMEDIA.COM

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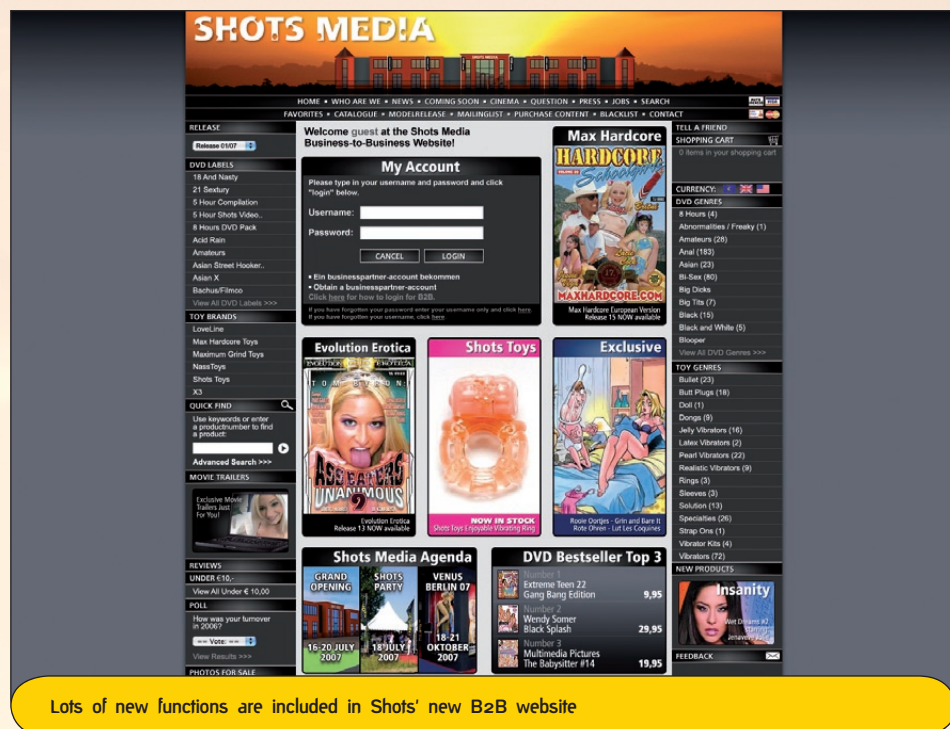
SHOTS MEDIA

Launches new B2B website

Shortly before the company changed its name into Shots Media, the Dutch distributor launched an entirely redesigned B2B-website. Alongside introducing lots of new features, the site will make it even easier for customers to order products and to learn more about the latest additions to Shots' toy and DVD assortment.

When the internet became a regular means of browsing mail-order catalogues and ordering products, having an exclusive B2B website became an absolute necessity to porn and toy distributors at the same time. At Shots Media, the first version of the online B2B area was launched about three years ago, providing the customers with all the basic features that are considered indispensable for a website of that kind. However, as the standards that apply to B2B websites are constantly advancing and improving, Oscar Heijnen began to feel that the site was in dire need of being reconditioned to match the growing expectations of the customers.

Finally, Shots' new B2B pages are now complete and there's every indication that the customers will now find ordering from the Dutchmen more convenient than ever. For example, the redesigned website now provides detailed information about the actual stock of inventory. If a particular product is out of stock, the visitor will be informed auto-



matically about the estimated date when the item will become available again. Moreover, the partners of Shots Media are supplied with a lot more options when searching for specific DVD titles or studios. Now, it's also much easier to see which titles are new to the assortment and ready to order. Another useful feature is the "order history" feature, which enables the customers to take a look at what they ordered from Shots Media in the past. Moreover, a DVD best-sellers list is also included in the new B2B website. But besides the variety of functions and options, the new site is also much more stylish as parts of it were coded in Flash. Of course, if customers should experience any problems whilst making use of the new website, they can always rely on the support team at Shots Media who are just a phone call away with instant help and advice. However, Oscar Heijnen's current internet projects are not just limited to reconditioning the online B2B area because the team at Shots Me-

dia recently started to design custom-made websites for its customers and to sell them content. According to Oscar, up to 100 websites have already been completed by the Shots' internet department and most of the customers seem to be largely satisfied with what the Dutch team has achieved for them.

But even though the distribution of porn content through the internet is considered by many in the business as a trend that was unstoppable and something which would accelerate the decline of physical media, Oscar Heijnen still retains a rather sceptical opinion. On the one hand, the Dutchman is of course a strong proponent of the online porn business but on the other hand he believes that the much-awaited demise of the DVD was not as inevitable as many in the industry might believe. "Everybody is saying that the internet is the future. They are probably right, but I'm not betting on one horse".



SEX IN THE CITY

11.VENUS

INTERNATIONAL TRADE FAIR

No sleeping in!

Book a room in one of our partner hotels at reasonable rates for the duration of your stay.



DO YOU CALL THE WHOLE WORLD YOUR GUEST?

Argentina * Australia * Austria * Belgium * Bosnia-Herzegovina * Brazil * Bulgaria * Canada * China * Croatia * Cyprus * Czech Republic * Denmark * El Salvador * Finland * France * Germany * Greece * Hong Kong * Hungary * Iceland * India * Indonesia * Ireland * Israel * Italy * Japan * Korea * Latvia * Liechtenstein * Lithuania * Luxembourg * Macedonia * Malaysia * Malta * Mexico * Monaco * Netherlands * New Zealand * Norway * Pakistan * Poland * Portugal * Romania * Russia * San Marino * Saudi Arabia * Serbia * Singapore * Slovakia * Slovenia * South Africa * Spain * Sweden * Switzerland * Taiwan * Thailand * Turkey * Ukraine * United Kingdom * USA

WE DO!

BERLIN - FAIRGROUND UNDER THE RADIO TOWER
18 - 21 OCTOBER 2007

