

MILE HIGH MADNESS SOCIAL MEDIA TOURNAMENT BEGINS ROUND 3, THE SEXY 16

Only 16 of the Original 64 Porn Pairs Remain as Mile High Media Fans Vote for Their Favorite Stars & Dream Scenes!

MONTREAL, Quebec (February 27, 2012) – The 3rd round of Mile High Madness is underway, as Mile High Media presents The Sexy 16. A social media sensation, the elimination tournament allows fans to vote for their favorite porn stars and dream scenes on Twitter and Facebook. Originating with a bracket of 64 boy / girl and girl / girl pairings, the field is down to 16 pairs. Similar to the popular college basketball tournament, Mile High Madness will crown one decisive champion pairing of adult entertainment.

To view the Mile High Madness tournament bracket, visit: <http://twitpic.com/8pgb3t/full>

Fans may vote for each day's match-ups via Twitter (www.Twitter.com/MileHighMovies), Facebook (www.Facebook.com/MileHighMedia), and Email (MileHighMediaMadness@gmail.com).

In Mile High Madness, the 64 overall pairings were selected from fan submissions, which were divided into 4 regions – Mile High Media's studios (Reality Junkies, Sweetheart Video, Sweet Sinner, Sweet Sinema).

The Sweet 16 will spotlight 1 match every 2 days, Monday through Saturday. The 1st match-up of The Sexy 16 is Faye Reagan / Xander Corvus versus Kara Price / Manuel Ferrera in the Sweet Sinner region. The round's 2nd match is on February 29 as Gianna Michaels / Mr. Pete take on Alex Chance / James Deen.

Elimination fan voting through the first 4 rounds will result in the Final Foreplay Round. Each of the 4 scenes will automatically be filmed for a future Mile High Media movie. The original submitters of the scenes will receive a DVD copy of the movie and a 6-month membership to the new Mile High media pay site for their winning region. The final 2 rounds will result in an overall champion, who will receive 6-month memberships to all 4 studio pay sites.

Mile High Media Vice President Jon Blitt says, "We've had some amazing upsets in the first two rounds. Ambitious newcomers have proven it's important to hit the campaign stump and use social networking to win over the fans. In Mile High Madness, a star can't rest on their laurels if they want to win. We have sixteen pairs left, but it's anyone's tournament."

Mile High Madness Calendar:

February 27, 2012 – 3rd round (The Sexy 16) voting begins.

March 19, 2012 – 4th round (Erotic 8) voting begins.

April 16, 2012 – 5th round (Final Foreplay) voting begins.

April 23, 2012 – 6th round (Championship) voting begins.

April 30, 2012 – Champion announced.

All matchups in the Mile High Madness tournament were chosen from fan submissions. In the event of a duplicate submission, the person who submitted first (as determined and recorded by Mile High Media) is on record to receive the prize. All those eligible to win prizes must be 18-years-old or older.

In the event a winning pairing is unable to be filmed for any reason, Mile High Media will contact the winning submitter and allow them to decide on a new pairing.

People have different sexual fantasies and preferences, so Mile High Media is committed to establishing studios catering to the various consumer needs. Sweetheart Video produces lesbian movies with more realistic sex. Sweet Sinner provides a new kind of erotica for couples, offering real lovemaking and real orgasms. Reality Junkies specializes in producing reality-based vignettes using the sexiest porn stars. Doghouse Digital, Mile High Media's first studio, releases gonzo DVDs with the following niches: interracial, gay, POV, foot fetish, ass fetish and more. Recent addition Sweet Sinema produces high-end interpretations of classic Hollywood movies.

For production stills and content from Mile High Media movies, log on to the Press Access site: <http://milehighonline.com/press/>. Media seeking to be qualified may email Dusty at Dusty@DustyInk.com.

About Mile High Media:

Mile High Media has been a pillar of the adult industry for over 20 years. The Canadian managed company began as a Canadian licensee for American adult movies, ensuring it distributed only the highest quality content. Understanding the diverse and ever changing needs of its consumer base, Mile High determined the best way to provide a wide

array of superior entertainment was to produce its own. In 2003, Mile High launched Doghouse Digital, the first of its acclaimed lines catering to specific niches. Growing market trends and demand led Mile High to create Sweetheart Video (lesbian line), Sweet Sinner (couple line), Reality Junkies (reality gonzo line), Hardcore Parody (parody line) and Sweet Sinema (classic Hollywood adaptation line). With over 1500 titles, Mile High's studios yield some of the most viewed adult movies in the world, available on all platforms, including broadcast, IPTV, VOD and mobile applications. Mile High is committed to evolve alongside consumers tastes, reflecting new developments in technology and entertainment. This philosophy led AEBN.net to name Mile High the 2012 Studio of the Year. For more information, visit www.MileHighOnline.com, [www.Facebook.com/MileHighMedia](https://www.facebook.com/MileHighMedia) or [www.Twitter.com/MileHighMovies](https://www.twitter.com/MileHighMovies).

Keywords: Mile High Media, Reality Junkies, Sweetheart Video, Sweet Sinner, Sweet Sinema, Mile High Madness, tournament, porn stars, pairings, single elimination, Twitter, Facebook, email, membership site, pay site, Sexy 16, Erotic 8, Final Foreplay, April 30, Faye Reagan, Xander Corvus, Kara Price, Manuel Ferrera, February 27

###

Sales Contact:

Wilma – Sales
Mile High Media
Wilma@mile-high-media.com
800.363.0133

Media Contact:

Dusty Marie – Publicist / Marketing
Dusty Ink PR
Dusty@dustyink.com
310.567.2631