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Good Vibrations' Fifth Annual Independent Erotic Film Festival Brings Sexy Back!

*IXFF Celebrates Independent Filmmakers with Five Nights of Parties and Programming
in San Francisco*

SAN FRANCISCO (August 17, 2010): Ever wonder what you might see if people made their own sexy films? Find out for yourself! Good Vibrations, the legendary Bay Area retailer that takes pride in providing accurate information on sexuality and toys for grown-ups, announces its Fifth Annual Independent Erotic Film Festival (IXFF) with five nights of screenings and parties culminating in the premiere of the 2010 international Independent Erotic Film competition at the Castro Theatre in San Francisco. This San Francisco tradition brings together filmmakers from around the world to redefine "sexy" and explore what's hot in seven minutes or less. Arty, edgy, funny, kinky, it's all there!

Saucy Indie film queen and drag celebrity extraordinaire, **Peaches Christ** and Good Vibration's own staff sexologist **Dr. Carol Queen** welcome you to the international short film competition on September 23rd at the Castro Theatre. The night of decadence kicks off with a pre-party in the mezzanine where film goes warm up for a night of sexy cinema with live mariachis, margaritas, hot burlesque and sexy give-aways. On the main stage filmmakers from around the world show us what they think is sexy and compete for the audience choice award and \$1,500. Lest we take ourselves (and sex) too seriously, Peaches Christ and her veteran drag queen friends are on hand to bring comic relief to the unusual experience of watching sex on screen with strangers.

This year, the festival features a broad array of erotic flavors from around the world, so whatever your personal preference, don't be surprised if you find a new one. Good Vibrations' Festival Producer Camilla Lombard says, "There are a million different film festivals out there, but IXFF gives filmmakers a chance to challenge mainstream media's definition of "sexy," and gives film goes an opportunity to watch sexy, funny, arty shorts in the company of riotous drag queens at one of the most beautiful theatres in America. What could be more fun than that?"

Since the proliferation of home porn in the eighties, it has become extremely rare to find adult cinema in movie theatres. Beyond the novelty of watching sexy films in

public, the Good Vibrations Indie Erotic Film Festival celebrates the broad spectrum of human sexuality in a fun, party atmosphere that expresses the company's sex-positive premise and reminds us why we live in San Francisco.

The festivities kick off on Saturday, September 18th with a party at El Rio and clip show screening of alternative hipster porn from Good Vibrations' sister company, Good Releasing. These edgy indie films and performers were recently honored at the Feminist Porn Awards in Toronto, Canada. Following the clip show, San Francisco's own queer burlesque troupe the Diamond Daggers will delight and entertain.

Sunday, September 19th IXFF exalts gay porn with "A Celebration of Sleaze" gay porn panel, clip show, and performance by star performer Michael Brandon at San Francisco's legendary Nob Hill Theatre. Filmmakers and talent from gay porn companies Titan and Naked Sword will discuss the changing industry, followed by a clip show of their favorite scenes and live male dance performance by star performer Michael Brandon.

Tuesday, September 21st see what's hot across the pond with Hot Euro Porn night at the Red Vic Movie House. Enjoy a lush and diverse sampling of heterosexual artistic European porn and erotica, featuring *Matinée'*, the award-winning explicit erotic drama from feminist porn director Jennifer Lyon Bell. Decadent, charming, quirky, and hot, these short films blur the line between art and porn. Q&A with Jennifer Lyon Bell to follow.

Wednesday, September 22nd infamous award-winning lesbian pornographers Shar Rednour and Jackie Strano of SIR Productions present "Lesbo Retro: Dyke Porn Through the Ages" at the Women's Building in San Francisco, followed by a pizza and beer reception and Q&A. Shar and Jackie will present their retrospective clip show of lesbian porn along with hot, funny stories of what it was like to be maverick female filmmakers making porn by and for lesbians.

Straight, gay, queer, or kinky, you will find it all at the festival finale at the short film competition at the Castro on September 23rd. "People who send us films have a chance to really mate their own creative impulses with their erotic fascinations and social messages," says Carol Queen, GV Staff Sexologist. "The results are always interesting and frequently very sexy and moving indeed. These short films represent sexual cinema with the artistry and diversity put back in that so frequently is absent from both porn and mainstream movies."

For more details, visit: www.GV-IXFF.org.

Sponsors for IXFF include: Liberator, Lelo, Stockroom, Outlaw Leather, We-Vibe, Fun Factory, Kink.com, Sliquid, Alite, Center for Sex and Culture, Carnal Nation, San Francisco Bay Guardian, East Bay Express, Swirl Radio, Red Vic Theatre, Twin Peaks

Tavern, Hot Cookie, Speakeasy Beer, Escape from NY Pizza, Eros, Leather Etc., Joe's Barbershop, Arco del Cabo Tequila, Pancho Villa Taqueria, and Sports Basement.

NOTE TO EDITORS: Images and interviews with filmmakers available. Contact Camilla Lombard at 415.974.8985 x201 or camillal@goodvibes.com.

About Good Vibrations

Good Vibrations is the San Francisco-based retailer trusted for more than three decades to provide a comfortable, safe environment for finding sex-positive products and educational materials to enhance one's sex life. Good Vibrations offers products through its website (www.goodvibes.com) and its retail stores.

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