

Vivid Offers Best-Selling Indie R&B Artist Ray J A Four Picture Directing Deal

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(EMAILWIRE.COM, March 19, 2007) LOS ANGELES - Best-selling indie R&B recording artist/actor Ray J has been offered a four picture directing deal by Vivid Entertainment, the world's leading adult film company.

Last month Vivid paid \$1-million to an undisclosed third party for a sex video that Ray J directed and in which he "co-starred" with the beautiful Hollywood socialite Kim Kardashian. The video titled "Kim Kardashian Superstar" was taped three years ago when Ray J and Kardashian were dating. Even though Ms. Kardashian has filed a lawsuit against Vivid to try and halt distribution of a DVD of the video, it will be in stores across the country on Wednesday, March 21. Consumers can see a new trailer or order the movie at www.kimksuperstar.com. It can also be ordered via mail order through www.shopvivid.com.

"Obviously Ray J is a very talented guy," said Steven Hirsch, co-chairman of Vivid. "We think he would be a perfect fit at Vivid and can make some wonderful movies for us."

Ray J, 26, began his career as a child actor playing the role of Dorian Long on "Moesha," the popular UPN-TV series. Over the years his TV credits have included hosting of the BET shows "106 & Park" and "BET Countdown" plus playing the role of D-Mack on the UPN-TV show "One on One." At age 14 he added singing to his talents. His most recent hit is "One Wish" with the Knockout Entertainment label. In addition to Ms. Kardashian, Ray J has been linked with Lil' Kim and Whitney Houston.

About Vivid:

The Vivid Entertainment Group is the world's leading adult film company. Founded in 1984, Vivid pioneered the "Vivid Girl" concept, under which top adult film stars are signed to exclusive agreements that are styled on the old Hollywood contract star system. Vivid has always placed heavy emphasis on high quality erotic film entertainment for the couples market. It has created wide brand-name awareness through its films and through a licensing and marketing program that extends to advertising, apparel, book publishing, virility supplements, condoms, snowboards, calendars and comic books. The company is known for its innovative technological advances such as full function DVDs, a fast growing wireless program that is already active in 20 countries, its Burn-to-DVD technology and its popular website www.vivid.com. On April 11th Vivid will be the first adult company to release a movie on both HD DVD and Blu-ray with "Debbie Does Dallas...Again." Vivid is a major supplier of content for pay-per-view networks in North America and internationally. The best selling hardcover book How to Have a XXX Sex Life: The Ultimate Vivid Guide, was co-authored by the Vivid Girls and published by HarperCollins.

The company started the Vivid-Alt imprint in 2006 which is headed by Eon McKai, alt-porn's dominant icon. McKai has been widely credited as the founder of this new and edgy film genre. He has been profiled in The New York Times, The Los Angeles Times and The Village Voice. Visit Vivid-Alt's popular website www.vividalt.com. Tristan Taormino, popular columnist with The Village Voice and an award winning director has also launched a Vivid-Ed imprint for the company.

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