

AIMRCo - Adult Internet Market Research Company

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For Immediate Release

**PRESIDENT BUSH BOOSTS PORN INDUSTRY WITH ECONOMIC STIMULUS PLAN**

An unforeseen and surprising beneficiary of the Economic Stimulus Plan, a plan that George Bush contends will “boost our economy and encourage job creation,” has surfaced this week. An independent market-research firm, AIMRCo (The Adult Internet Market Research Company), has discovered that many websites focused on adult or erotic material have experienced an upswing in sales in the recent weeks since checks have appeared in millions of Americans’ mailboxes across the country.

According to Kirk Mishkin, Head Research Consultant for AIMRCo, “Many of the sites we surveyed have reported 20 – 30 % growth in membership rates since mid-May when the checks were first sent out, and typically the summer is a slow period for this market.”

Jillian Fox, spokeswoman for LSGmodels.com, one of the sites reporting figures to AIMRCo, added, “In a June 15, 2008 survey to our members, thirty two percent of respondents referenced the recent stimulus package as part of their decision to either become a new member, or renew an existing membership.”

The economic stimulus plan, which includes a check for up to \$600 for individuals and \$1200 for married couples (among other benefits) is the product of an agreement between House leaders and the Bush Administration, focused on reviving a struggling economy in the wake of a flagging economy.

Fox also added, “Getting more people to buy porn was probably the last thing Bush had on his mind when he came up with his ‘stimulus package,’ but we’ll take it.”

**About AIMRCo (Adult Internet Market Research Company)**

AIMRCo is a non-profit organization that specializes in gathering, interpreting and distributing data on the online adult market. Through surveys, interviews, and information analysis, we attempt to assess trends and opportunities in the Internet market capitalized on by adult paysites, affiliate sites, and traffic trading sites. Using our connected network of over 400 paysites and 2000 affiliates/traffic trading sites, we gather the data necessary to make informed market trend assessments.

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