

### **Saboom.com is the most innovative Onlineproduct 2010**

"Saboom – interactive porn" sweeps the board winning two awards at the biggest erotic fairs in Europe, at the Venus and the Erofame in Berlin. Saboom received the award for "Most innovative Onlineproduct" and "Special Movie Internet Innovation".

"Saboom – interactive porn" is a young project, but caused a considerable stir in the erotic industry already. The claim to revolutionize the adult entertainment industry and score points in the general crisis with interactive erotic entertainment, seems satisfied. At the big erotic fairs Venus and Erofame in Berlin, the Joyfactor Company and inventor Christoph Pass got honored with two tremendously important awards. Saboom received the WIBA Award 2010 for "Most innovative Onlineproduct" and the Venus-Award for "Special Movie Internet Innovation".

Also the exclusive actors of Saboom were awarded, Titus Steel received the award for "Best actor" and Jasmine la Rouge for "Best German Actress".

Christoph Pass: "It's always a honor to receive an award, but we are particularly proud of these two. It takes courage to come up with such an extensive and new product on the internet these days and it paid off. These awards are a big sign for me and my staff, that we are on the right track and also serve as an incentive for the future."

