

FOR IMMEDIATE RELEASE:

Screaming-O to be Featured Guest on Playboy's "Night Calls"

Screaming-O to Participate in and Promote the First Annual LOVE LA Show

January 25, 2008 - HOLLYWOOD, CA – To promote both their product line and participation in the event, Keith Caggiano and his scream team will make a special guest appearance on "Night Calls", one of Playboy Radio's most listened to shows, tonight starting at 4:30pm. Bushman Products, the creators of the Screaming-O, will be participating in the first annual LOVE LA Show, a brand new approach to the promotion of sensual products, sexual education and relationship improvement.

Playboy Radio's signature show, the provocative call-in program Night Calls Radio, brings sexy sounds to SIRIUS Satellite Radio. Hosts Christy Canyon and Ginger Lynn, two legends of the adult industry, and special celebrity guests will keep the dialogue entertaining and the temperature rising.

"We are excited to be on one of our favorite radio shows!" says Caggiano. "Night Calls is a Playboy classic, and we are looking forward to having a screaming good time with Ginger Lynn and Christy Canyon. With the LOVE LA show coming up, the timing is perfect."

Fans of the Bushman product line can visit the company's exhibition this Sunday at the first ever LOVE LA Show in Hollywood. They will be able to purchase famous products such as the Octopus, the Screaming O™ and the Screaming O-Vation™ Intimacy Kit, as well as numerous others.

About Bushman Products - Bushman Products is recognized for its unique products, marketing and packaging, as well as being the industry leader in providing the fastest selling and best-reviewed vibrating rings. In addition to the Screaming O™, they also are the creators of the very popular Octopus, Sensual-O and Screaming O-Vation™ Intimacy Kit. Having revolutionized the concept of sensual toys and relationship enhancers, Bushman products offers a variety of items that couples can use together to achieve a deeper more intimate sexual connection. More information can be found at www.thescreamingo.com.

About LOVE LA - The Love LA show is an event for anyone and everyone interested in expanding their sexual horizons, in a fun, dignified environment without pornography or degrading subject matter present. LOVE LA will provide the finest products, retail outlets, seminars, and performances ever assembled in one location. The event is on January 27th, 2008 at Boulevard 3 in Hollywood, Calif. Adults can learn more information as well as buy tickets online at www.lovelashow.com.

For more information about Bushman Products, The Love LA show, or to set up an interview, please contact Tyler at 323.937.1351.

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