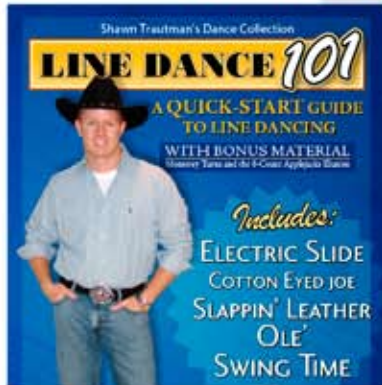
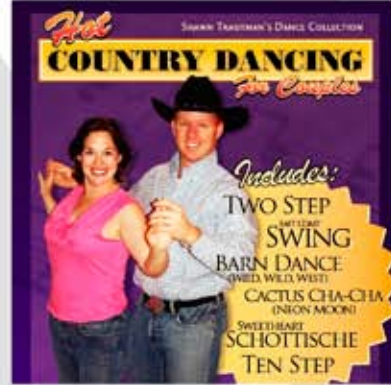
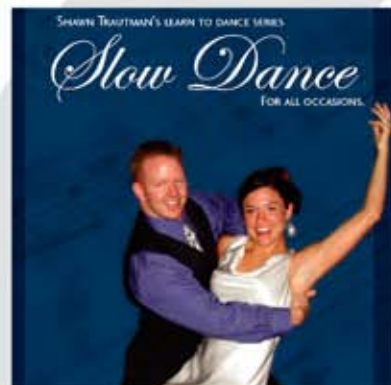


# XPRESS INNOVATIONS

INSTRUCTIONAL DVDS WITH HIGH SELL-THROUGH (2006/2007)



*The VERY Best Dance Instruction Out There!!! Shawn Trautman is the best dance instructor yet! A great teacher in addition to dancer.  
Linda Nelson - Satisfied Customer.*



***"Opportunity dances with those who are already on the dance floor."***

***H. Jackson Brown Jr***

Dear Retailer,

With a strong gift-giving season right around the corner, New Year's resolutions that'll spark a whole new level of momentum, and a market that's sizzling hot right now related to our products... we're pleased to present an exciting line of Dance Instruction DVDs that'll quickly get you in on the action.

Earlier this year, Xpress Innovations acquired the full distribution rights and marketing infrastructure to back and promote fourteen (14) different titles featuring an instructor whose credits include coaching and mentoring numerous world champions, and being a recently published author (2006) with the book "Picture Yourself Dancing". An additional six (6) DVDs are scheduled to be released and available on November 1, 2006.

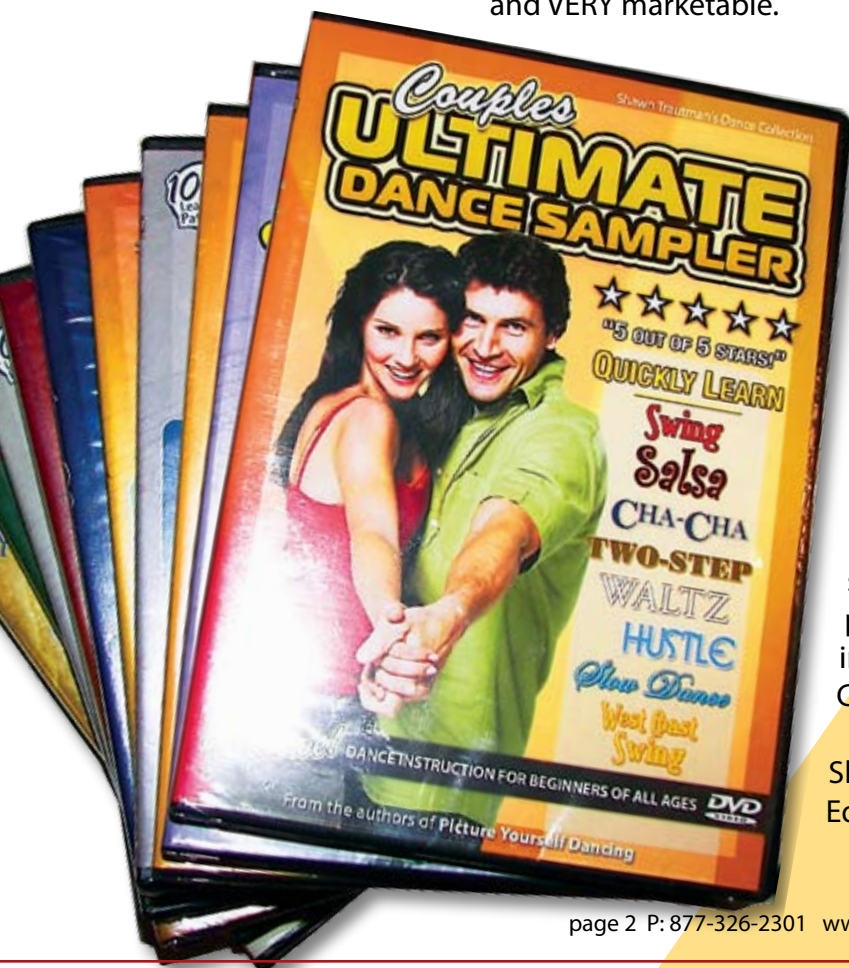
Adding these DVDs to your lineup can easily give you the "power" to replace old, outdated, and sometimes unpleasant products that just aren't producing the way you need them to. They're small, profitable, and VERY marketable.

If your goal is to present a consistent, appealing message that reinforces the customer's needs, then you're definitely on the right track here. I hope you will join us in welcoming the DVDs that best suit the genre of dance that your customers are interested in.

Please take a look at the following pages to see what all we have to offer and what we have coming up. If you have any questions at all, please don't hesitate to call on the experienced marketing and production staff at Xpress Innovations. They know your problems and your needs as well as anyone in the business.

Cordially,

Shannon McKnight  
Editor, Xpress Innovations, Inc.



Shawn Trautman's Dance Collection contains 24 DVDs with the following specs and formatting: Color, Full length, Widescreen, Dolby AC-3 Sound, All-Region NTSC Encoding, Picture-In-Picture, Standard Array Entrapment, Glass-Mastered Replication, and Store Ready Shrink-Wrapping and Design.

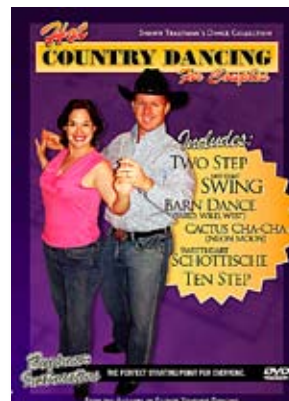
*"You're never too old to learn how to dance. Shawn is very clear in his instructions, his steps and his moves. Anyone can follow him and be dancing in no time. Five stars for sure!"*

*Peggy W. - Satisfied Customer*



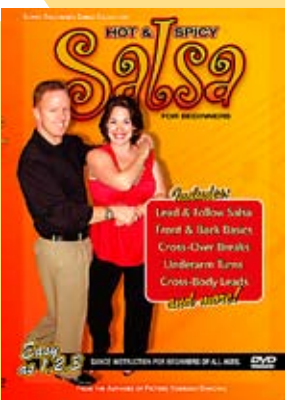
**Couples Ultimate Dance Sampler\***

UPC: 857132001142  
 Actors: Shawn Trautman; Joanna Trautman  
 DVD Release Date: 10/16/2005  
 Run Time: 75 minutes  
 Product Description:  
 Salsa, Swing, West Coast Swing, Two-Step, Waltz, Hustle, Slow Dancing and Cha-cha are all presented and taught from a complete beginners perspective by top instructors, Shawn and Joanna Trautman. These dances are not only fun, but they're great social dances, so you can enjoy your passion with others.



**Hot Country Dancing for Couples\***

UPC: 857132001036  
 Actors: Shawn Trautman; Joanna Trautman  
 DVD Release Date: 10/16/2005  
 Run Time: 75 minutes  
 Product Description:  
 A truly awesome way to learn several different dances and dance types so that you'll feel great about couples dancing and have no problem getting out there on the dance floor. Included in this DVD are the Cactus Cha-Cha for Couples (Neon Moon), the Ten Step Couples Style, the Sweetheart Schottische, the Barn Dance (Wild, Wild West), some fun Two-Step dancing and East Coast Swing.



**Hot & Spicy Salsa for Beginners\***

UPC: 857132001081  
 Actors: Shawn Trautman; Joanna Trautman  
 DVD Release Date: 10/16/2006  
 Run Time: 90 minutes  
 Product Description:  
 No experience is necessary as the instructors assume you've never danced a day in your life. You'll be amazed at how quickly you can learn if the instruction is well thought out and presented in was that make it easy to absorb. If you're ready to learn the basics of Salsa and not just be awed by dancing or someone showing off, this DVD's for you.



**Beginner Cha-Cha\***

UPC: 857132001098  
 Actors: Shawn Trautman; Dani McVety  
 DVD Release Date: 10/16/2006  
 Run Time: 92 minutes  
 Product Description:  
 As one of the most traditional and well-known dances, the Cha-Cha will quickly become a favorite of yours one you understand how to move around on the dance floor. With a strong focus on lead and follow dancing, you're less than a couple of hours away from a completely new look on the dance floor.

***"Wow! I bought this DVD thinking it would be fun to learn something new, and it turned out to be so much more."***

***Angela S. - Satisfied Customer***



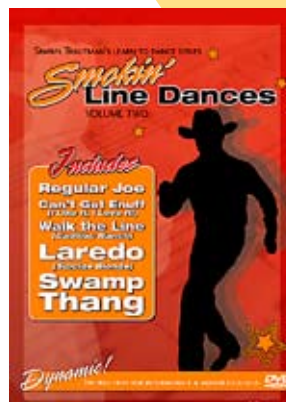
**Slow Dance for All Occasions**

UPC: 857132001043  
 Actors: Shawn Trautman; Joanna Trautman  
 DVD Release Date: 06/30/2006  
 Run Time: 58 minutes  
 Product Description:  
 Slow dancing can be much more than just swaying back and forth. In fact, it can be one of the most romantic parts of your evening, and should be a highlight of just about any occasion. In this DVD you'll learn the basics of lead and follow dancing, classic slow dance basics, a number of elegant turns and dips and even such things as how to walk onto a dance floor.



**Essential Line Dances Volume 1\***

UPC: 857132001012  
 Actors: Shawn Trautman  
 DVD Release Date: 10/16/2005  
 Run Time: 80 minutes  
 Product Description:  
 New to Line Dancing? Rapidly increase your dance knowledge with the Essential Series. Each volume contains several well-known and/or national dances. Included in Volume 1 are the Cactus Cha-Cha, The Cowboy Twist, Redneck Girl, The Boardwalk, The Ten Step, The County Line Cha-Cha, and West Coast Shuffle.



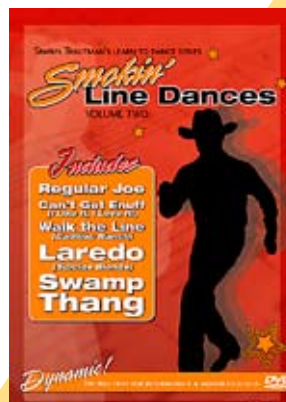
**Smokin' Line Dances Volume 1\***

UPC: 857132001111  
 Actors: Shawn Trautman  
 DVD Release Date: 10/16/2005  
 Run Time: 80 minutes  
 Product Description:  
 If you're ready to have fun, challenge yourself and get your feet moving to some awesome line dances, then the Smokin' Series is here for you. The dances included in Volume 1 are the Gator Boogie, Hummingbird, T-R-O-U-B-L-E, Skee Bumpis/ Tush Push Combo, and the oh-so-challenging Hip Hop Line Dance. You'll be surprised at just how easily you'll learn with the right instruction.



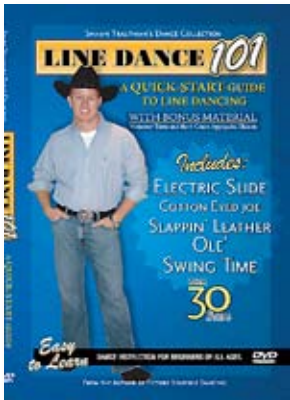
**Essential Line Dances Volume 2\***

UPC: 857132001029  
 Actors: Shawn Trautman  
 DVD Release Date: 10/16/2005  
 Run Time: 75 minutes  
 Product Description:  
 Quickly learn to line dance with the Essential Series! Each volume contains several well-known and/or national dances. Included in Volume 2 are the Watermelon Crawl, One Step Forward, Bump in the Dark, Skee Bumpis, Back to Louisiana, and the Sixteen Step.



**Smokin' Line Dances Volume 2\***

UPC: 857132001128  
 Actors: Shawn Trautman  
 DVD Release Date: 10/16/2005  
 Run Time: 75 minutes  
 Product Description:  
 Are you a more advanced line dancer ready to polish your dance moves and really wow them on the dance floor? If so, the Smokin' Series is a perfect fit! The dances included in Volume 2 are the Regular Joe, Can't Get Enuff, Walk the Line, Swamp Thang, and Laredo. With the right instruction, you can get dancing in no time!



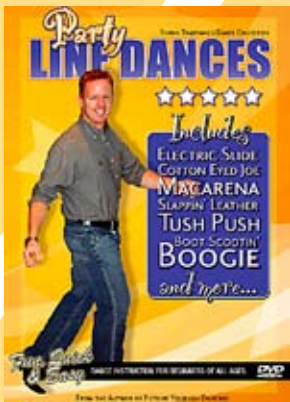
### Line Dance 101: A Quick Start Guide to Line Dancing\*

UPC: 857132001074  
Actors: Shawn Trautman  
DVD Release Date: 09/02/2005  
Run Time: 85 minutes  
Product Description:  
This DVD is designed to get absolute beginners looking good and confident in less than 2 hours. Clear, logical lessons introduce more than 30 steps in 5 carefully chosen dances. In what seems like just minutes, you'll learn the Electric Slide, the Cotton Eyed Joe, Slappin' Leather, Ole, and Swing Time. Plus, as a special bonus, both Monterey Turns and the 8-count Applejacks illusion, two advanced techniques, are broken down and taught.



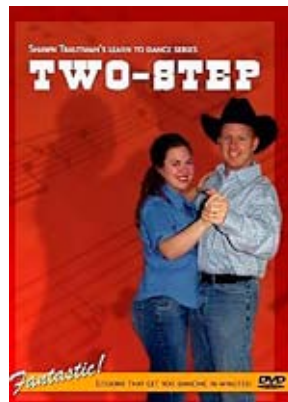
### Swing Dance

UPC: 857132001050  
Actors: Shawn Trautman; Joanna Trautman  
DVD Release Date: 06/30/2005  
Run Time: 57 minutes  
Product Description:  
Swing dancing has never been easier and more fun! This DVD's easy-to-follow format will have you dancing in just a few minutes. In this DVD, you'll learn the basics of lead and follow dancing, a number of basic swing moves and patterns, essential turns for the dance floor, and even some fun swing moves like the "Kick Steps" and the "Syncopated Swivels". Let's put on our dance shoes and let's get out there and SWING!!



### Party Line Dances\*

UPC: 857132001135  
Actors: Shawn Trautman  
DVD Release Date: 10/16/2006  
Run Time: 80 minutes  
Product Description:  
This DVD is the perfect choice for people who are going to a party, a wedding, a bar mitzvah, a New Year's celebration, or even a Country Night Club and need a crash course. This DVD takes you from never having danced before to looking good on the floor in minutes. By teaching only what you need to know to get out there and look good on these dances, this DVD will quickly get you to where you want to be.



### Two Step

UPC: 857132001029  
Actors: Shawn Trautman; Joanna Trautman  
DVD Release Date: 06/30/2005  
Run Time: 51 minutes  
Product Description:  
Born into the country and western dance halls of the early 20th century, the Texas Two-Step has evolved into a challenging and exhilarating series of movements around the dance floor. It's time to stop holding up the bar and join the fun on the dance floor!



### Retro Hustle Disco Style\*

UPC: 857132001104  
Actors: Shawn Trautman; Joanna Trautman  
DVD Release Date: 10/16/2006  
Run Time: 80 minutes  
Product Description:  
The Hustle (Disco/Club Style) is characterized by an extremely smooth look, with the dancers turning, rotating, and moving around the floor with seamless motion and minimal vertical movement or bounce. Overall, the Hustle is a dance that was born as an adaptation to the new music of the disco craze, but has survived as a dance that has and will continue to grow with the times.

***"My husband has 2 left feet and wouldn't go to classes for fear that he would look stupid. This DVD was a great way for him to learn without the fear of others watching. When we went to his nephews wedding his family was shocked that he could dance!"***

***Angela M. - Satisfied Customer***

## Xpress Innovations Inc.

### CORPORATE INFORMATION

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### CORPORATE CONTACT:

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(727) 733-3630  
[smcknight@xpressinnovations.com](mailto:smcknight@xpressinnovations.com)

### SHIPPING AND RETURNS ADDRESS:

Xpress Innovations, Inc.  
Box 123  
Bay Pines, FL 33744

### PRICING:

50% off Suggested Retail Price

### TERMS:

Net 30 from Invoice Date

### SHIPPING:

No charge on all orders over \$600