



## Key Milestones

2006

### April

- Launched 1<sup>st</sup> April at Club Subversion, London
- We had just 4 distribution venues: Club Subversion. Club Hades. LFF. Arousal-Fetish
- And just 9 clients: Subversion, LFF, House of Harlot, Fettered Pleasures, Atsuko Kudo, Breathless, Ess and Emm, Skin Two, Spanner Trust
- We handed out 1,000 flyer packs

### May

- Distribution started at Torture Garden – this doubled our distribution of “Fetish Focus” flyer packs in our fifth week of trading. We handed out 1,000 flyer packs in TG and 1,000 different flyer packs at the other fetish clubs/venues. We still make 2 different packs each month
- Distribution started at Club Vinylla, Brighton

### July

- Our first “special event”: 1,000 packs at KinkFest

### August

- Distribution started at Lovetrix, Watford
- Started Email Newsletters
- Redesigned the “Fetish Focus” Flyer Pack Promo newsletters

### September

- New logo

### October

- Appointed as Official Media Partners for the Skin Two Rubber Ball Weekend
- Distribution started at Club ISIS, London
- New website

### December

- Distribution started at Club Lash, Manchester

## 2007

### June

- Distribution started at CK Club Bournemouth

### September

- Distribution started at Club Spank'd Northwich

### October

- Appointed Official Media Sponsor and Exclusive Flyer Agent for the Skin Two Rubber Ball Weekend.
- We managed and ran press stand at The Skin Two Expo, with sponsorship by Volupte Bar.
- Ran promotional launch campaigns for Boutique of Pleasure, pjur UK, and E-Stim Systems – all of them launched over the Skin Two Rubber Ball Weekend.
- Arranged Main Room sponsorship and fashion show for Boutique of Pleasure at The Skin Two Rubber Ball. Lots of pre-launch activity including in-club promo giveaways (eg: £1,200 worth of designer latex)

### November

- Distribution started at London Alternative Market (LAM)

## 2008

### February

- Distribution started at Club Severine, B'ham. (the Official Afterparty for BBB)

### March

- Recruited 2 x Sales Executives

### April

- Celebrated our second birthday with a party hosted by Club Subversion.
- Distribution started at Achtung! Fetish, Norwich
- Launched our FREE Marketing Guides
- Appointed Official Media Sponsor and Exclusive Flyer Agent for the Skin Two Rubber Ball Weekend.