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Greenwood/Cooper Becomes Exclusive ICON MEN Distributor **Celebrity trainers and top male fitness models featured in workout video series and upcoming calendar**

Los Angeles, California — January 30, 2006 — **Greenwood/Cooper**, a film division of **Village Lighthouse, Inc.**, announces today its exclusive partnership with **ICON MEN, LLC** to distribute the **ICON MEN** workout video series featuring celebrity fitness trainers and prominent male fitness models including popular **Rusty Joiner**. Sales have skyrocketed since **ICON MEN**'s seven previously released videos were added to the Greenwood/Cooper collection last September.

“These workout videos are a great addition to the Greenwood/Cooper line because they have both a stylish male sex appeal as well as a cross-market pull,” said Ron Miller, President of Village Lighthouse, Inc.

Warren Coulter, President of **ICON MEN, LLC**, is equally excited about the new relationship.

“We chose Greenwood/Cooper because of their proven track record of successfully marketing and distributing videos that celebrate the beauty of the male physique,” Coulter said.

The **ICON MEN** series have been highly publicized not only for their useful workout information but also because of the gorgeous bodies and charming personalities belonging to each model. Each video features a model's personal fitness routine focusing on specific parts of the body as well as lifestyle footage of him displaying his achievements through flexing, swimming, posing and other activities. The seven models currently featured in the video series are: **Rusty Joiner, Christian Boeving, Julien Greaux, Robert Amstler, John Kesler, Rusty Jeffers** and **Brian Wade**.

The **ICON MEN** have donned over 475 covers of national fitness magazines including *Men's Health, Men's Fitness, Exercise & Health, Physical* and *Men's Exercise*. Some have also won bodybuilding competitions. Other popular magazines including *Metrosource LA* and *Playgirl* have featured the models too. Most of the **ICON MEN** personalities are also pursuing careers as actors. They have performed in television series including *CSI Miami, ER, Cupid, NCIS, Blind Date* and *Las Vegas*. Meanwhile, feature films including *Kingdom of Heaven, Latter Days, Dodgeball, Terminator 3, Flight Plan* and *Bring it on Again* have added the **ICON MEN** to their casts. Among the advertising campaigns they have taken part in are Abercrombie & Fitch, Levi's, Bud Light and Brawny. Given their successful prominence in the media, **ICON MEN** is currently developing a fitness and health show for television that will feature the models.

The next **ICON MEN** DVD release in late March will feature the super-sexy, 26-year-old fitness cover model and Army Captain **Greg Plitt**. A 2007 **ICON MEN** wall calendar will be published in May by **10% Consumer Products**, also a division of Village Lighthouse, Inc.

ICON MEN, LLC was created by several television development executives and a world-renowned celebrity photographer. The **ICON MEN** are an elite group of the most successful male models in the world who currently appear in fitness magazines or will be in the near future. **ICON MEN** works with each model to produce their personal workout and fitness DVD along with other products. For more information about **ICON MEN**, visit www.iconmen.com.

Village Lighthouse, Inc. is a leading manufacturer, distributor and retailer of gay and lesbian oriented merchandise. Its wholesale divisions, including **10% Consumer Products, Greenwood/Cooper, Alluvial Filmworks** and **N10Z**, distribute greeting cards, calendars, movies, magnets, cologne, lotion, male pheromones and other paper products to over 500 accounts nationally and many others abroad including mainstream companies such as Amazon.com, Baker & Taylor, Blockbuster and Borders. For sales information, contact Joey Bezdicek at 323-460-4661 (x223), wholesale@villagelighthouse.com. Village Lighthouse's retail divisions include **10percent.com**, the leading online shopping destination for the gay community, and **10percentGIRL.com**, a new retail shopping website devoted to the interests of lesbian women. For more information about Village Lighthouse and its divisions, visit its corporate website at www.villagelighthouse.com.

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