

EXHIBIT C

Media Release

The store known as Entice Adult Superstore announced today that it has agreed to cease operating as an adult bookstore or adult video store at 5561 New Calhoun Highway (GA 53) by December 31, 2008. It will continue to operate with modifications to its operations.

In August 2006, Entice filed a federal lawsuit against the County claiming that the County's sexually oriented business ordinance is unconstitutional. In March 2008, the federal judge hearing the case upheld the ordinance in its entirety and ruled in favor of the County. Although Entice appealed that ruling, it acknowledges the uncertainty of a costly appeal. Rather than continuing litigation, Entice has entered a settlement agreement with the County, under which Entice will dismiss its appeal, change its signage, and modify its operations to no longer be an adult bookstore or adult video store, as defined in the ordinance, by December 31, 2008.