



CHARLOTTE, N.C. - September 6, 2017 - Recognizing the demand for adult content featuring mature performers on cable TV, Align Broadcasting has launched Mature Lust, a new on-demand cable TV product featuring some of the hottest stars in the business.

Not only is Mature Lust a new showcase for MILF performers, it also offers fans uncensored content on their big-screen TV. Recently, standards for adult content on cable have been relaxed to comparable internet standards. Those who haven't experienced adult entertainment on cable TV will find it worthwhile to take another look.

Align Broadcasting emphasizes that it is not offering Mature Lust because the cable TV audience is older than internet viewers. Rather, it's based on the popularity of the genre. "We've seen consistent data showing mature performers as being some of the most identifiable stars in the industry," said Brett Lobdell, Align's programming VP.

"Creating a top-level destination for 'mature' content, exclusively programmed by Align, made sense in the adult-on-demand category," added Align President Jeff Kreger. "It's a brand which resonated with our cable partners, who were interested to offer Mature Lust in a variety of purchase options."

Adult viewers can turn to Mature Lust for traditional full-length movies, single scenes or subscriptions on demand. Viewers can subscribe for one low monthly price and see a wide variety of Mature Lust movies anytime they choose.

“Like all of our broadcast products, Mature Lust will be sourced from first-run HD content, with no standard-definition ‘up-res’ titles or compilations of old titles with an ‘adjusted’ date of production,” Lobbell asserted.

Mature Lust features such well-known stars as Julia Ann, Jodi West, Kendra Lust, Brandi Love, India Summer and Sally D’Angelo.

Formed in 2013 by a group of industry veterans, Align engages transactional TV objectives with content tailored to consumer demands. Utilizing the resources of parent company DataTech Global, Align provides category insight and the most in-demand transactional TV content. Align products are available in 30 million households worldwide.