



## MYPLEASURE FACT SHEET

### The Company

MyPleasure is helping transform lives through better sex. They neither offer nor display porn or nudity on the site, but instead aim to educate consumers on ways to explore and enhance their sexuality. With over 10,000 pages of educational content and a store full of expert-selected sex toys, MyPleasure presents sex toys as a safe, clean and exciting way for adults of all genders, ethnicities and sexual orientations to enjoy and enhance their sex lives, whether they are single or partnered. The shopping experience is enhanced with expert advice, polls, educational articles, games and sex tips. As the only adult store founded and run by a noted sex therapist, the advice and guidance is as unmatched as the customer service, which includes their “One Year Sex Toy Guarantee.”

Founded in May 2001, MyPleasure is owned and operated by Sawhorse Enterprises Inc., a California corporation.

### Internet Address

[www.MyPleasure.com](http://www.MyPleasure.com)

### Corporate Offices

1061 Sneath Lane  
San Bruno, CA 94066  
650.873.4557

### Business Statistics

**500,000**.....Average visitors per month

**5 million**...Average number of page views per month

### Corporate Executives

Dr. Sandor Gardos, *CEO*  
Jeff Fenigstein, *President*

### Press Contact

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**Dr. Sandor Gardos**

- Sex therapist
- Founder & CEO of MyPleasure
- Specializes in sexuality and intimate relationships
- Topics of discussion:
  - Intimate relationships
  - Love & romance
  - Sexual & dating trends
  - Sexual health
  - Communication skills
  - Sexual dysfunction
  - Desire discrepancies
  - Sexual enhancement
  - Marital issues
  - Sex research
  - The sex industry
  - Sex & pop culture
- Was a regular columnist for AOL, About, Excite, Match.com, and ThriveOnline
- Former Fellow at the College of Physicians and Surgeons, Columbia University, and a research scientist at the HIV Center for Clinical and Behavioral Studies in New York City

A licensed clinical psychologist and sex therapist, Dr. Sandor Gardos is MyPleasure's founder. He currently serves as the CEO of MyPleasure as well as its resident sex expert. Dr. Gardos sets the strategy and vision of MyPleasure, while ensuring that its website, MyPleasure.com, offers the best sensual products available, the most up-to-date sexual health information, and relevant advice on a wide variety of sexual health and relationship issues. His ongoing goal is twofold: to provide a superior shopping experience at MyPleasure and to improve people's lives through sex.

Dr. Gardos is a former Fellow at the College of Physicians and Surgeons, Columbia University, and a research scientist at the New York City-based HIV Center for Clinical and Behavioral Studies. Dr. Gardos' research on a variety of human sexuality topics has been published in leading journals in the fields of clinical psychology and sex therapy. Dr. Gardos has written more than 100 articles, chapters, and presentations for medical journals and scientific publications. He has served in various capacities for the American Association of Sex Educators, Counselors, and Therapists and the Society for the Scientific Study of Sexuality. In his clinical practice (both private and hospital-based), Dr. Gardos has seen thousands of patients, with concerns that run the gamut of human sexual experience, both clinical and emotional.

Before founding MyPleasure, Dr. Gardos was a regular columnist for a number of well-known and respected websites, such as AOL, Yahoo!, WebMD, About, MSN, Excite, Match.com and ThriveOnline. As MyPleasure's sex expert, Dr. Gardos writes serious and up-to-date content on sexuality and intimate relationships. He is also regularly featured in many national magazines, newspapers, and television programs for his expertise on sexuality and intimate relationships as they relate to today's cultural environment.

Dr. Gardos specializes in a wide range of issues related to sexuality from both a physical and emotional standpoint. He is an informed, comfortable, and entertaining speaker who is able to discuss serious sexual health issues as well as more light-hearted sexual topics, including intimate relationships, love, romance, and much more.

While Dr. Gardos is an honored academic, his approach to sexuality is frank and forthright. His personal mission and the focus of MyPleasure is to promote sexual health and sensual products and to educate people about different aspects of their sexuality.

## MyPleasure Press Coverage



**Women's Health Magazine, June 2010**  
4 Slippery Moves

**Men's Health Magazine, February 2010**  
A Peek Inside Her Sexy Mind

**San Francisco Examiner, August 2009**  
Top 5 Online Adult Toy Stores

**The New York Times, June 2009**  
The Adult Store Goes Mainstream

**The Howard Stern Show, June 2009**  
Discussion about the MyVibe App

**Women's Health Magazine, June 2009**  
101 Red-Hot Sex Boosters  
7 Sexy Places to Get It On Outdoors  
The Ultimate Staycation

**Gizmodo, June 2009**  
MyVibe Thighs-On: First iPhone Vibrator App  
Approved by Apple

**MSNBC.MSN.com, June 2009**  
Feel Like Newlyweds Again With Tips and Tricks From MyPleasure.com

**CNET, June 2009**  
Podcast review of MyVibe iPhone app

**San Francisco Chronicle, June 2009**  
Need a vibrator? There's an app for that

**CBS Radio – Alice 97.3 FM, February 2009**  
Sex with Emily

**Cosmopolitan, February 2008**  
MyPleasure mention

**Playgirl, May 2008**  
Product: Tuyo and Sex Toys Timeline



## Sex Toy Facts from MyPleasure

<b>\$1.2 Billion</b>	Estimated consumer dollars spent annually on sex toys in the U.S.
<b>53%</b>	Percentage of Women in the U.S. who have tried a vibrator <sup>1</sup>
<b>45%</b>	Percentage of Men in the U.S. who have used a sex toy during sexual activity <sup>2</sup>
<b>65</b>	Average number of items a visitor looks at before making a purchase
<b>1,000+</b>	Number of MyPleasure Web pages devoted to sexual education topics
<b>Lunch Hour</b>	Most popular time to purchase sex toys
<b>318 Football Fields</b>	Length of MyPleasure products sold in 2008, if they were laid end to end
<b>50 Times the Height of the Empire State Building</b>	Height of vibrators sold by MyPleasure in 2008, if they were stacked end to end
<b>California, Texas, New York, Florida</b>	U.S. states that place the most orders at MyPleasure
<b>Alaska</b>	U.S. state that places the most orders per capita at MyPleasure
<b>Alabama, Georgia</b>	U.S. states that ban “the sale, production or distribution of...any device...for the stimulation of the human genital organs”
<b>Alabama, Mississippi</b>	U.S. states in which anal toys are the most popular toys purchased
<b>Canada, UK, Germany, Australia, Singapore</b>	Countries that place the most international orders at MyPleasure
<b>95%</b>	Percentage of manufacturer product samples sent to MyPleasure that were evaluated and rejected by MyPleasure’s staff because they did not meet MyPleasure’s quality standards
<b>“Too Small”</b>	Least common reason for return
<b>Best Sellers</b>	MyPleasure’s best sellers are the Jack Rabbit, Aphrodite, Rabbit Pearl, and MyPleasure’s personal lubricant gel (Sensual Essence)
<b>60%</b>	Percentage of MyPleasure customers who are women

<sup>1</sup>Prevalence and characteristics of Vibrator Use by Women in the United States: Results from a Nationally Representative Study. Debra Herbenick, PHD, MPH. May 2008

<sup>2</sup>Prevalence and Characteristics of Vibrator Use by Men in the United States. Michael Reece, PHD, MPH and Debra Herbenick, PHD, MPH

## MyPleasure's Star Products



### Fairy Mini Wand

The power of the Hitachi Magic Wand in the palm of your hand; literally! The Fairy Mini Wand is mini, yet mighty, with variable-speed vibrations. It's a compact version of the most popular massager of all time, available only at MyPleasure!



### Aphrodite

As seen on Oprah! This rechargeable infrared massager comes with three interchangeable, differently shaped and textured sleeves for a unique massage experience every time.



### Tenga Lip Service

TENGA products are the best-selling sex toys for men in Japan. Designed to produce a potent, but controllable, deep sucking sensation without motors and pumps, TENGA Lip Service delivers an unmatched solo experience through superior engineering.



### Violet Rapture

Part of our new exclusive line, this vibe tantalizes three ways at once: clitorally, vaginally and anally. Throw in the gorgeous, iridescent purple jelly and you've got pure Violet Rapture!



### Perfect Platinum

This exclusive clitoral stimulator uses ten levels of vibration and pulsation as well as a perfectly designed vibrating egg for countless intimate sensations -- and it's only available at MyPleasure!



### Her Pleasure Vibrating Finger Massager by Trojan

Designed to be petite and discreet, this powerful fingertip massager is the perfect little aid to help create big pleasure! Whether used for foreplay or direct stimulation, it provides thrilling vibrations right at your fingertips.

## Frequently Asked Questions

### Who are your “typical” customers?

MyPleasure doesn’t really have a “typical” customer ... the suburban Midwestern housewife and mom is just as likely to buy a vibrator as is the single urban girl! While to some degree MyPleasure’s customers are “everyone,” the company has noted some very specific trends:

- Our largest demographic market is women aged 35–50.
- Most of MyPleasure’s sex-toy purchasers are married or otherwise-committed women.
- About 35% of our customers are men who are married or otherwise committed and often purchasing toys for use with their partners.
- Most customers say they are looking for ways to spice up their long-term relationships.
- Men feel significantly more comfortable purchasing products as a holiday or Valentine’s Day gift and tend to purchase gift baskets.
- Purchasers cross all demographic lines, although we have found our premium approach seems to resonate most among those from slightly higher-than-average levels of education and annual income.
- We ship to all 50 states and at least 47 countries, to both the largest cities and the smallest towns.

Who would guess the pendulum would swing between urban experimenters, a la Samantha of *Sex and the City*, and suburban soccer moms?

### What are your best-selling toys?

Vibrators are by far MyPleasure’s best-selling product category. MyPleasure is the exclusive online retailer for Dr. Laura Berman and with her regular appearances on Oprah, the sales of the Aphrodite vibrator have been very strong. It will likely be our #1 product for 2009. It’s poised to overtake the Jack Rabbit whose sales soared after the Rabbit Pearl was featured on HBO’s *Sex and the City*. It has been our best-selling product ever since, with thousands sold in the past year alone.

### Are MyPleasure customers new to sex toys, or do they tend to be “experts”?

Our customers run the gamut from beginner to expert. For beginners, smaller, simpler toys and the interactive shopping guides and advice they need to find the right toys, massage oils and erotic games. For our more experienced customers, we have complex vibrators, prostate massagers, dual action vibrators (simultaneous clitoral and g-spot stimulation) and playful “bondage” toys. There’s also education and articles for people at all levels on topic well beyond just sex toys.

### Aren’t most people too embarrassed to buy sex toys?

Americans are definitely changing their attitudes toward sex. Several forces are at work, many of which are media-related. For example, *Sex and the City* and *Oprah* have had an extraordinary impact on the way women talk about sex. This shift in mindset has opened the door for the mainstreaming of sensual products. Sex toys can now be seen on the shelves of stores, such as Wal-Mart, Bed, Bath & Beyond and even upscale retailers and hotel gift shops, such as the W Hotel Store. Take mega retailer Victoria’s Secret, for example: twenty years ago, young women purchased their first bras in the back of Sears, while everyone blushed. Today, women would be hard-pressed to find a town without a Victoria’s Secret store, where mothers regularly take their daughters.. However, even with growing acceptance for sensual products, many people are still uncomfortable with buying them in public. Fortunately, the Internet is the perfect medium for these customers. They can browse in the comfort and privacy of their own home.

### What makes MyPleasure stand out from other adult toy websites?

In the sensual products space, quality and selection have improved and acceptance is increasing, yet there is still much embarrassment and confusion. MyPleasure provides perhaps the best education and guidance in the industry for helping consumers find what might work best for them. Additionally, each product we carry is hand-selected by noted sex therapist and sex toy expert, Dr. Sandor Gardos. We carry a fraction of the items of our competitors because we’ll only carry the best at each price point. We further increase the shopping experience with one of the best return policies in the industry that includes our “One Year Sex Toy Guarantee.”