

Want Access To A Discrete Personal Vibrator? There's An App For That

Developed and released this week by MyPleasure.com, the MyVibe iPhone application offers a fun and discrete way to carry a vibrator wherever you go

SAN BRUNO, CALIF. (June 2009) – The iPhone's vibration mode is a convenient way to quietly receive calls in movie theaters or during meetings – but now one company has harnessed the smart phone's vibrating powers for a very different and more exciting use. The adult accessories Web site MyPleasure.com has developed [MyVibe](#), a free application that subtly transforms any iPhone into a fun and discrete personal toy.

MyVibe offers the opportunity to enjoy personal massages and targeted vibrating stimulation wherever you might be – as long as you have your iPhone. With a discrete app icon, a memory function to store favorite settings and 100 different vibrating speeds and patterns, you can enjoy a personal stimulation session with the simple flip of a switch.

“At MyPleasure, we believe that [vibrators](#) are a healthy, fun and safe way for women and men to explore their sexuality and enhance their sex lives,” said Dr. Sandor Gardos, sex therapist and CEO of MyPleasure. “Our company is devoted to enhancing people's lives through sex. One way we accomplish this is by making [sex toys](#) more accessible and the MyVibe is a playful way to do this.”

Gardos' hope is that his company's new iPhone app will help further open a discussion about personal pleasure and dispel common vibrator judgments, insecurities and myths.

“Sex and sex toys are wonderfully egalitarian – they can be enjoyed by adults of all ages, genders, ethnicities, abilities and sexual orientations,” said Gardos. “In a similar way, MyVibe is meant to be accessible to all – a free avenue for self pleasure that is as simple as getting comfortable and clicking an icon.”

For more information about MyVibe, or to [download the MyVibe](#) vibrator iPhone application, please visit the iTunes' App Store.

About MyPleasure.com:

MyPleasure believes that sexuality is an important part of being human. We neither offer nor display porn or nudity on the site, but instead aim to educate consumers about 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 MyPleasure 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 our “One Year Sex Toy Guarantee”. For more information, visit www.mypleasure.com.

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