



OhMiBod Partners with Hinder to Create Exclusive Band-Themed Vibrator.

GREENLAND, NH— August 12, 2009 — OhMiBod today announced the release of Hinder VIP, an exclusive, wearable vibrator that brings a new dimension of pleasure to the concert-going experience. Available now, the groundbreaking product is the outcome of OhMiBod's recent partnership with Hinder, a globally recognized rock band whose breakthrough single, "Lips of an Angel," topped the Billboard Pop 100 chart in 2006.

Designed with discretion in mind, the new product is a Hinder "signature series" version of OhMiBod's Club Vibe, a bullet vibrator that pulsates to ambient sound while tucked securely in the pouch of a black lace thong. Similar to other offerings in OhMiBod's innovative line of pleasure products, the Hinder VIP can also be enjoyed in manual mode or connected to an iPod® or other mp3 player.

"Sex and music are inextricably linked, and when combined, have the power to affect us in truly unspeakable ways," said Suki Dunham, co-founder of OhMiBod. "Hinder understands the importance of this connection, and we look forward to helping rock fans feel their music from a new perspective."

"Great rock music pumps electricity through your veins and lights a fire in your soul," said Hinder's lead singer, Austin Winkler. "OhMiBod allows us to give our biggest fans all of that and more, and we are excited to be working with them."

The joint venture between the creator of the world's first music powered vibrator and Bravado International Group, the exclusive merchandiser for the Oklahoma-based band also marks a revolutionary leap in the perception of pleasure products.

"At OhMiBod, we believe that self pleasure is not only healthy but also the safest sex anyone can have," said Ms. Dunham. "This notion is beginning to permeate the general public and our partnership with Hinder and Bravado is an important step in helping singles and couples alike explore their sexual boundaries in manner that is both safe and fun."

Hinder's current album, "Take It To the Limit," debuted at #4 on the Billboard 200. The group is currently on the North American leg of Nickelback's Dark Horse Tour, which features Nickelback, Papa Roach and Saving Abel.

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OhMiBod®

Hinder VIP is currently available for \$49 at the OhMiBod store <http://www.ohmibod.com> and will be available shortly at Hinder's Official Website, <http://www.hindermusic.com>; and select LiveNation concert venues and retailers.

About OhMiBod

OhMiBod is a pioneer in the design and manufacture of technology-enabled pleasure products and accessories. Our flagship product, OhMiBod, is a hip, elegantly designed music-driven vibrator that connects to your iPod®, iPhone™ or any other music player. Our product offering also includes Boditalk, a line of cell phone activated vibes. More information can be found at www.OhMiBod.com.

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