



Introducing OhMiBod™, the First Socially Acceptable Vibrator **The iPod® Accessory That Lets People Feel Their Music**

November 14, 2006 Greenland, NH... OhMiBod™ (www.OhMiBod.com), a music powered vibrator that translates tunes from iPods® into vibrations, is an overnight success. Over 2,000 of the \$69 units have sold since its launch just three months ago. OhMiBod, which has not yet placed a single ad, attributes sales solely to the worldwide blogosphere. The broad acceptance it has met with demonstrates the demand for a mainstream vibrator and supports the company's belief that women desire sophisticated, approachable and easy-to-use personal pleasure products.

"I felt that creating a hip vibrator specifically for use with the iconic iPod® would give it a level of acceptance that vibrators have not previously enjoyed," says Suki, OhMiBod's creator, who previously worked in product marketing for Apple® Computer Inc. "The idea of approachability was carried through the entire development and design of OhMiBod - its name, packaging and website." Suki's goal is for people to feel as comfortable buying an OhMiBod as they do buying an iPod®.

How it Works OhMiBod lets people actually feel their music. Its integrated audio circuitry converts the beat and rhythm of their favorite tunes into vibrations, creating a stimulating, non-repetitive vibration while they listen. Although optimized for all iPod® models, OhMiBod accepts input from virtually any electronic audio output source with a 3.5mm jack including MP3 and CD players, laptops and more. The volume controls the intensity of the vibrations, the higher the volume, the more intense the vibrations.

Elegant Design OhMiBod's sleek form is molded from premium grade hypoallergenic white non-toxic, non-porous plastic with a chrome finish. Its audio-enabled microchip is seamlessly integrated into its design and it can easily be converted into a normal multi-speed vibrator by putting on the additional end cap.

500 Strong Beta Team OhMiBod has, through word of mouth and the Internet, built a 500 strong beta team. Members provided input regarding its initial design, name and messaging.

Sharing OhMiBod Playlists and Experiences. OhMiBod enthusiasts, whether they are vibrator novices or aficionados, can instantly and anonymously join a fun and hip community called "Club Vibe" (<http://www.ohmibod.com/clubvibe/>), which is centered around enhancing the OhMiBod experience. It provides a fun place for them to write about their experiences, trade tips and share their favorite playlists. Users can search for and purchase a variety of playlists by using OhMiBod as a search term in the iMix™ section of the iTunes™ music store. If they don't see something that tickles their fancy, they can create and upload their own iMix™ and share it with others.

Where OhMiBod is Sold OhMiBod retails for \$69 and is available via OhMiBod.com and select resellers worldwide. It comes packaged with a 3 ft "freedom cord", universal splitter, a multi-speed end cap for use without a music player and a hot-pink velvet privacy pouch.

OhMiBod Accessories™ There are a variety of exciting products to choose from in the OhMiBod store including the exclusive iPod® Garter, OhMiBod Pinkie Sleeve, personal lubricants, toy cleaners, T-Shirts and more.

OhMiBod™ is trademarked by Suki, LLC. iPod® is a registered trademark owned by Apple Computer Inc. OhMiBod™ is not endorsed by Apple Computer Inc.

