



OhMiBod Appoints Sexual Health Expert to Team of Advisors

GREENLAND, NH — January 7, 2010 — OhMiBod today announced the addition of Dr. Michael Krychman, M.D., to its team of advisors on product development and sexual health. Dr. Krychman is a renowned doctor of sexual medicine who currently serves as the medical director of Sexual Medicine at Hoag Hospital and executive director of the Southern California Center for Sexual Health and Survivorship Medicine in Newport Beach, CA.

As a part of his commitment to helping patients and their partners overcome sexual health challenges and improve physical intimacy, Dr. Krychman began implementing music therapy to treat vaginismus. The condition causes an involuntary muscle spasm in the vagina that creates significant pain during sexual intercourse and, in some cases, makes the act impossible to perform.

“Women with vaginismus often suffer from an anticipatory anxiety that further inhibits sexual enjoyment and satisfaction,” said Dr. Krychman. “By combining relaxation music therapy with OhMiBod’s music powered products, we are able to help the mind relax while pleasure takes its natural course.”

Several patients treated by Dr. Krychman are reporting success and improved sexual satisfaction.

“At OhMiBod, we are inspired by Dr. Krychman’s devotion to restoring sexual wellbeing and intimacy to women living with chronic medical illness,” said Suki Dunham, founder of OhMiBod. “We look forward to working closely with him in developing products that not only renew their pleasure, but also improve their quality of life.”

Dr. Krychman has made numerous television and radio appearances on programs such as Oprah Radio, The Dr. Laura Berman Show and American Health Journal. For more information on him and the Southern California Center for Sexual Health and Survivorship Medicine, visit www.theseexualhealthcenter.com.

About OhMiBod

OhMiBod is the creator of the original iPod® vibrator, a music-driven pleasure product that allows users to feel the music by connecting to the iPod®, iPhone™ or any other music player or smartphone. The Freestyle wireless vibrator headlines OhMiBod’s innovative range of industry leading products, delivering unparalleled satisfaction to singles and couples alike. For more information, visit www.OhMiBod.com.

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