



OhMiBod launches FreeStyle, the world's first wireless, rechargeable music-driven vibrator.

And musical pleasure has never been more liberating.

GREENLAND, NH— January 8, 2009 —OhMiBod announced today the release of its latest product: FreeStyle, the first wireless and rechargeable music-driven vibrator to hit the adult pleasure product market. The announcement was made at the 2009 AVN Adult Entertainment Expo (AEE) in Las Vegas, NV, where FreeStyle was publicly displayed for the first time.

Just as with OhMiBod classic, the company's ever-popular flagship product, FreeStyle vibrates to the beat and the rhythm of music played on your iPod®, iPhone™ or any music player. But unlike earlier products, there are no strings attached! FreeStyle comes complete with a sleek wireless transmitter that you connect to your iPod.

"Simply plug your earbuds into the transmitter and you are ready to rock," says OhMiBod founder Suki Dunham. "FreeStyle isn't just a super-cool wireless iPod vibrator; it also has integrated manual functionality, complete with seven mind-blowing patterns at your fingertips.

One of the great enhancements with FreeStyle is that it allows users to control the vibe intensity and the music volume independently. "We are really pleased with this product feature," says Suki. "After all, some of us like the music loud and the touch light. Others may like the opposite. We wanted FreeStyle to have the flexibility to accommodate all listening/playing styles ... while still being, of course, easy to use."

FreeStyle's design elements include a powerful engine and long-lasting rechargeable battery on the interior, a velvety Phthalate-free exterior with laser-engraved metallic accents and silicon controls that are soft to the touch. Overall, the design aligns with OhMiBod's goal to keep design functional, simplistic and approachable and will appeal to adult and mainstream channels alike. It will come in classic white to start and will be available for sale in March 2009 for \$129. And as with all OhMiBod products, Freestyle will come with a 1-year warranty.

In conjunction with their announcement of FreeStyle at AEE, OhMiBod is showcasing their new colorful line of Naughtibod's and Lovebuckle, their unique and edgy foray into safe-sex apparel accessories.





"We're especially excited to be the first company to release a wireless, rechargeable music vibrator," says Suki. "It's another way we're proving our leadership in the industry. And it's a natural next step in our overall product development life cycle. Certainly, it's a perfect fit for our customer base!"

For those in the market for a vibrator, FreeStyle is a perfect and truly versatile option, giving the customer ultimate sensory control and choice.

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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