



## **OHMIBOD NAMED BEST DIGITAL HEALTH AND FITNESS PRODUCT WINNER OF INTERNATIONAL CES 2016 “BEST OF CES AWARDS”**

*Engadget editors award OhMiBod highest honor at world’s largest electronics show*

Las Vegas, NV – January 13, 2016 – [OhMiBod](#) was named winner of the “Digital Health and Fitness Product” category at the International CES® 2016 “Best of CES Awards.” The company won for its new [Loveliflife krush](#) Kegel exerciser. Chosen from thousands of companies appearing at CES 2016, OhMiBod’s first internable product stood out to Engadget’s editors for its level of innovation, quality of design, overall efficiency and market demand. Winners were chosen in 16 different categories.

The new Loveliflife krush is connected via BLE 4.0 (Bluetooth Low Energy) and equipped with built-in sensor technology. The Kegel exerciser is also an internable — a new class of health-monitoring devices that are located within the body instead of worn externally. These advanced features make the Loveliflife krush a natural evolution of OhMiBod's growing line of connected pleasure products.

“We were impressed by OhMiBod’s vision and execution, and it had the buzz of the show as one of the best innovations to come out of CES this year,” said Michael Gorman, Editor in Chief of Engadget. “Over the last five days we’ve evaluated thousands of devices and products to find the technologies that will change the industry and our lives. OhMiBod clearly was the best in show in ‘Digital Health and Fitness Product’.”

Loveliflife krush was designed specifically for women—many of whom experience a weakening of the pelvic floor due to childbirth and age.

"This honor from Engadget is more than a win for OhMiBod. It’s a victory for women’s sexual health," said Suki Dunham, founder of OhMiBod. "We’re thrilled that the CES community voted to shine a light on the importance sexual health and well-being for adult women around the world. "

Loveliflife krush works with OhMiBod’s new TASL app to measure the pressure, control, endurance, and grip of PC muscles and help women strengthen them through training challenges. Stronger PC muscles improve sexual pleasure and also aid in keeping incontinence and pelvic organ prolapse at bay.

Loveliflife krush will be available in spring 2016. Loveliflife krush can be preordered at [lovelifetoys.com](http://lovelifetoys.com) for \$75, a significant discount from the retail price of \$129





through the end of January. Customers who preorder the krush received Lovelife natural intimate lubricant as a complimentary gift with their purchase.

Editors at Engadget presented this year's official "Best of CES" award winners. Along with widespread coverage and exposure across Engadget's networks, OhMiBod was awarded a custom-produced trophy on the Engadget stage during the final ceremonies, broadcast live on [Engadget.com](http://Engadget.com), [the go90 app](#), [HuffPost Live](#) and [AOL.com](#).

The Best of CES Awards Program started over a decade ago to celebrate the innovation and noteworthy products on display at the International CES each year. Engadget returns for its third year adjudicating the official Awards in partnership with the Consumer Electronics Association. CES® is a registered trademark of the Consumer Electronics Association.

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About OhMiBod

OhMiBod is the creator of the original music vibrator and an award-winning innovator of technology-focused pleasure products. Headquartered in New Hampshire, USA, OhMiBod seeks to be the catalyst that shifts cultural attitudes toward intimacy and self pleasure and the vital role it plays in one's sexual health and well being. For more information on OhMiBod and its range of pleasure products and accessories, visit [www.OhMiBod.com](http://www.OhMiBod.com).

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About Engadget

Engadget was founded in 2004 as a devoted, real-time source for tech news. Now in its second decade as a leading technology and culture publication, Engadget's web, mobile, and Flipboard presence has grown to reach over 25 million unique readers per month. In addition to producing its own successful series of offline events with the Engadget Live series, Engadget is also the official partner of the Best of CES Awards and has been the Official Online News Source for the world's largest trade show for consumer electronics since 2009. Find Engadget online at [www.engadget.com](http://www.engadget.com) and in the iTunes and Google Play stores.

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