

WE VIBE



"BEST SELLING PRODUCT 2009"

EROTIXXX AWARD

EUROPE'S MOST COVETED
ADULT AWARD - 2009

" MOST INNOVATIVE PRODUCT 2008"

FOR IMMEDIATE RELEASE

Nov 4/09

NEW and IMPROVED DIMENSIONS of PLEASURE WITH LAUNCH of We-Vibe II™.

Ottawa, ON, and Vancouver, BC, November 4, 2009 - Standard Innovation Corporation ("SIC") and Cana International Distributing Ltd., of Vancouver, BC (operating as "SEXY LIVING") are pleased to announce the Canadian launch of the We-Vibe II™. An enhancement of the original best selling We-Vibe™ - "The Couples Sex Toy". Coined the #1 choice in vibrators for couples, the We-Vibe™ patented design combines the intimacy of making love with the passion of "harmonic throbbing"™ of multiple erogenous zones.

The We-Vibe II™ stays true to the original product design and philosophy but with improvements such as replacing the slide switch with a subtle push button, and the addition of 7 new vibration modes in addition to the existing high and low speed settings. Upgrades to packaging such as simplified labeling and instructions and a reduced overall size to allow for more product to fit in the same shelf space to match increasing demand. As well, as a special gift to customers, this product also comes with a discreet and practical draw-string satin pouch for travel and storage. The We-Vibe II™ will maintain its position as THE vibrator for couples seeking to enhance their sexual experiences and shared enjoyment.

The We-Vibe II™ will be available for shipment mid-November at a reduced MSRP of \$99.99, making it more accessible and affordable to all consumers, and contributing to increased interest and sales.

Canadian distribution rights for We-Vibe™ products have been acquired by Sexy Living, reflecting SIC's strategic decision to focus on our core

competencies of designing and manufacturing the world's best Loveware™. This comprehensive partnership will ensure the professional and timely delivery of products throughout Canada and provide strategic promotional and sales support initiatives focused on further enhancing and growing the market presence of the We-Vibe™ brand. We look forward to maintaining long-term, mutually-beneficial relationships with all of our existing and new retail and wholesale partners through our arrangements with SEXY LIVING.

SIC and SEXY LIVING invite retailers to contact SEXY LIVING directly to make appropriate arrangements in time for the holiday season and are extremely pleased to be able to offer you the We-Vibe II™ at this time. SEXY LIVING will begin contacting you, in any event, beginning within a few days, with more specific details for e-commerce companies.

And finally, a thank you. Recognizing the recent crowning as the "Best Selling Product of 2009" at the Erotixx Venus Berlin show, SIC thanks its many retailing and distribution partners for the tremendous sales growth and market presence you have all made possible for the We-Vibe™.

For additional information contact SIC/ We-Vibe and SEXY LIVING as follows:

Contact We-Vibe (a division of Standard Innovation Corporation)

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