



## PRESS RELEASE

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### For Immediate Release

As Canada's premier sensual and intimate products supplier, Sexy Living is proud to introduce the new and exciting line of Toyfriend products.

Toyfriend was started in 2009 by Eric Kalén, founder and product designer of LELO. Eric's basic idea with Toyfriend is to offer products with great design and function and materials with a strong and modern brand at a reasonable price level. Toyfriend has created a family with 15 different "characters" divided into four lines, all with different designs, functionalities, colours and personalities. This creates a positive choice for the consumers where everyone should be able to find a product that fits them perfectly.

The original Toyfriends are the first line of vibrators. Cute, Sunny, Mystic, Bunny and the Rebel are great value quality toys with simple functionality that are easy and fun to play with.

The Rocket Toyfriends are the second line of Toyfriends. Cheeky, Wavy, Curvy and the Starlet are a bit more grown-up both when it comes to size as well as function.

The PowerToyfriends are the third line of Toyfriends. Bigger, stronger and bolder. Bubbly, Coney, Nosy and Seti are designed to create an endless variety of options for reaching and stimulating.

Bossy and Shorty form the fourth line of the Toyfriend range. The doubles as they are called are a bit more outrageous, a bit more outright and maybe a bit more outspoken than the rest of the gang.

The Toyfriend line is made from super-smooth body-safe silicone. The products are also waterproof and easy to clean. They all come with stand for storage and display, and the battery is included. The Toyfriend line also has a one-year warranty.



For products and ordering information, please contact Sexy Living.



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phone 604.945.6067 toll-free 1.877.523.6900 fax 604.945.6027 web [www.sexyliving.com](http://www.sexyliving.com)  
Sexy Living is a division of Cana International Distributing Inc. Head Office: 103 Takaya Place, North Vancouver, BC V7J 3T1