



FOR IMMEDIATE RELEASE
Nov 25/09

Awarded "Best Selling Toy of 2009", the We-Vibe™ just got even better! Introducing the We-Vibe II.

Ottawa, Canada, November 25, 2009 - Standard Innovation Corporation ("SIC") is pleased to announce new and improved dimensions of pleasure with the launch of the We-Vibe II™. An enhancement of the original best selling We-Vibe™ - "The Couples Sex Toy - a C & G spot stimulator worn while you make love". 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.

Already a bestseller and recognized as the "Most Innovative Product of 2008" and "Hot Product of the Year" in 2009, the We-Vibe II™ stays true to the original award winning 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. 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.

With these enhancements to the original We-Vibe, deemed a "gift from the sex gods" by Cosmopolitan and a "surefire way to have an orgasm with your man" by Glamour, the We-Vibe II™ will maintain its position as THE vibrator for couples seeking to heighten their sexual experiences and shared enjoyment.

A great gift for the holidays, the We-Vibe II™ will be available by December from retailers worldwide. Please contact We-Vibe directly to find local distribution details and make appropriate arrangements in time for the holiday season.

And finally, a thank you. In recognition of our recent mention on Oprah's guide to Erotica (<http://www.oprah.com/article/oprahshow/20091007-tows-erotica-guide-boutique/2>) and crowning as the "Best Selling Product of 2009" at the Erotixxx 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 as follows:

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

www.we-vibe.com

Sales@we-vibe.com

Press@we-vibe.com

01-613-489-1574

Follow us on twitter @ms_wevibe