



NR – 09.0150

February 18, 2009

Vibrator to the stars

Canadian sex toy inventors head to Hollywood for Oscar giveaway

OTTAWA, Canada – The Canadian inventors of the world’s only dual sex toy worn by the woman while making love, the We-Vibe, have been invited to go to Hollywood this week to showcase their product to celebrities searching for some pre-Oscar bling bling.

The award-winning sex toy, the We-Vibe, rated number one in North America, Britain, Germany and Australia, and named “Top Sex Toy of 2008” by Canadian sex educator, Sue Johanson, will be discreetly tucked inside luxurious gift bags in the glamorous Oscar gifting suites two days prior to the Academy Awards. The suites are open to Hollywood glitterati - presenters, nominees and performers - and are considered one of the perks of participating in the annual ceremony. It is also a premiere opportunity for the inventors to have photos of the We-Vibe taken with A-List celebrities such as Angelina Jolie, Jim Carey, Brooke Shields, Paris Hilton and many more.

“We are absolutely thrilled to be showcasing the We-Vibe at the Oscars and look forward to meeting the celebrities,” says inventor Bruce Murison of North Gower, Ont., a small town outside of the capital city of Canada, Ottawa. “The adult lifestyle industry is undergoing an explosion with an annual growth rate of 25 per cent a year. Societal views on sexuality are opening up with an emphasis on romance, education, fun and luxury and the fact we have been invited to participate in the Oscar gifting suites is proof positive that adult sex toys are going mainstream.”



The We-Vibe was invented by Murison after he and his wife, Melody, were laid off from their jobs at the Canadian high tech firm, Nortel, in Ottawa, Ontario in 2003. On their way back from a trip to New York City, the two began talking to fill the time. Murison, who has an engineering background, wondered if there was a small sex toy that could vibrate and be used between two partners without interfering in normal lovemaking.

After some initial research online, Murison decided to take the biggest risk of his life and pursue his dream of inventing a world first. The parents mortgaged their home and worked in secret for five years before going public with their invention, concerned about the potential stigma associated with the sex toy industry. The rest, as they say, is sex toy history.

“The We-Vibe is a huge leap forward in the adult toy market - a paradigm shift really - in that the adult toy market now has a vibrator that can actually be shared by a couple while making love,” says Murison. “High technology is finally being introduced to the adult toy market which is starved for truly innovative products. The world is looking for toys to spice up the average heterosexual couple’s sex life and the We-Vibe does that without alienating or replacing the man.”

Murison’s wife Melody says the reason the We-Vibe, patented around the world for its one-of-a-kind design, is successful is because there is no other device like it.

“Bruce designed the We-Vibe anatomically so that the vibrations coming from both ends specifically stimulate the internal and external pleasure centres of a woman’s body. And the best part is the woman can comfortably wear it while making love. That creates an amazing sensation for the man and enhances intimacy,” says Melody.

“The freedom the We-Vibe brings is phenomenal – there are no straps, no wires and the harmonic throbbing it delivers allows both partners to be satisfied at the same time.”

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News Release

The We-Vibe is perfect for singles or couples wanting a wireless, strapless, discreet device to spruce up their love life, try new things or play using a safe, non-threatening, non-phallic novelty.

“I have women coming up to me all the time thanking me for what Bruce has invented,” says Melody. “It’s almost like true confessions. Finally, they say, someone has invented something for me, for my body and in a way that’s elegant. The We-Vibe seems to make it OK for women to enjoy using sex toys. Our pleasure is our business so why not embrace new technology and make that happen.”

The We-Vibe is small, fully rechargeable, runs for two hours, has two motors, is lead-free, phthalate free and carbon neutral. The We-Vibe is encased in medical-grade silicone, it is soft, flexible and waterproof.

The We-Vibe is a product of Standard Innovation Corporation, the company behind the wildly successful device. The marketplace has rewarded it with unprecedented accolades in its first year of operation - international awards, glowing reviews, extensive media coverage and exceptional consumer interest.

Bruce and Melody Murison will be displaying the We-Vibe in the Secret Room Events gifting suites in Hollywood on February 20 and 21, 2009. The Secret Room is a brand-marketing and promotional event held prior to all the major awards shows including the Oscars, the Emmy Awards and the Golden Globes.

Bruce and Melody have been featured by media outlets around the world. For news releases, backgrounders, consumer reviews, how-to videos, endorsements and more information, visit the Press Room at www.we-vibe.com.

High resolution imagery and interviews before or during their trip to Hollywood can be arranged by contacting Holly Bridges, Publicist at holly@we-vibe.com or by calling (613) 489-1574.

