



For Immediate Release

SEXPO® Singapore Returns!

The much needed platform on sexual and reproductive health education

Singapore, 4 September 2006 - Following the highly publicised inaugural launch of the first sexual and reproductive health SEXPO® Singapore 2005 last November, SEXPO® 2006 is back with more discussions on sexual and reproductive health topics, with a fun and entertaining approach.

In recent months, there have been discussions on sex related issues like unwanted pregnancy, safe sex versus abstinence and increase in HIV infection. These issues are only brought out into the open when stakeholders are looking for solutions and answers. Prevention is always better than cure. Singaporeans should move away from the thinking that sex is a taboo topic and start treating sex as part of a normal, healthy lifestyle.

Professor Liu Da-ling, China's Reputable Sociologist, Sex Expert, spoke in the recent 1st China Adult Care Products Industry Development Summit at Shanghai about sex and adult care products, that people all over the world seek help and wear glasses to overcome their imperfection in eye sights, however, when people have an imperfection in their sexual health, they are not as open as it is to seek help to overcome their inadequacy. He stressed that sex and sexual health is just another part of our overall wellbeing and we need to face it similar to how we handle our eyesight, hearing or any other health matters.

The aim of SEXPO® 2006 is to act as a trusted platform in bridging the knowledge gap between the public and the information / service providers of sexual and reproductive health. SEXPO® 2006 lets Singaporeans explore sex in an educational and entertaining way and get Singaporeans to talk openly about sex related issues.

One such example is sexual dissatisfaction amongst couples. Statistics on Marriages & Divorces 2004 report has shown that about every 1 in 4 marriages end up in a divorce, and the Pfizer report has highlighted that less than 40% Singaporeans are satisfied with their sex lives. The Pfizer's sex survey conducted from 29 August to 10 October 2005 has also found men agree that better sex translates into a better marriage/relationship with their partners/spouses; and sex enhances marriage, promotes long lasting marriage, makes both happy and brings couples closer.

Sex is primarily for procreation. It also enables a balanced and healthy life through the regulation of the hormones in our body. Lastly, it provides the pleasures and intimacy that unite a couple and relationship. While procreation has been the primary function of sex since time perpetual, it has become less a focus as the modern generation is looking at sex more in the form of pleasure and intimacy rather than procreation.

Professor Peter Lim, renowned urologist and President of the Society for Men's Health (Singapore) feels that "the introduction of drugs has enabled men to continue to uphold their sexual performances into their retirement age while women are not provided the same form of assistance and support to match the boosted abilities of their mates; as such some may find it challenging to match the expectation and needs of their mates and thus creating a mismatch in needs and ability to consummate, resulting in a dissatisfied sexual experience."

SEXPO Pte Ltd (RCB No. 200208092M)

3 Pemimpin Drive, #06-02 Lip Hing Building, Singapore 576147
Tel: 6255 5919 • Fax: 6255 3273 • <http://www.sexpo.com.sg>



A dissatisfied sexual relationship can make people feel guilty for not delivering, being uninvolved, disinterested and underperformed. This may cause one to be defensive and result in misunderstanding, withdrawal, estrangement, and eventually break up.

SEXPO® 2006 will carry on the theme of pro-life, pro-creation, and pro-family and the event will deliver the key message of Health Sex - Healthy Life, to continue to educate the public on the importance of sexual and reproductive health as part of our overall well-being. The Event will see participants including Society for Men's Health Singapore, aLife, Health Promotion Board, Action for AIDS, DSC Clinics working together to explore the various subjects to de-stigmatize sex and to improve our sexual and reproductive health.

Some highlights of SEXPO® 2006 include educational seminars which bring you topics like "Menopause and Andropause", "Understanding Pre-matured Ejaculation", "What is Sexual Disorder?", "Appreciating Sexual Preference and Behaviour", "Sex in your Golden Years", etc. Seminars will feature renowned medical experts giving insight into the various as well as common sexual challenges and problems encountered by couples today and how best to approach and address them to have a healthier lifestyle.

Apart from the educational seminars, there are stage entertainment programmes that include comedy segments featuring popular local artistes; dance classes (e.g. Tease Dance, Salsa, and Belly dance) for visitors, drama by the Necessary Stage and Eureka sponsored by the Health Promotion Board, and more. In addition, there will be side show entertainment which includes "Private Room" where guests are entertained by Sexy Dancers in an enclosed area; "Changing Room" where guests can change into various provocative costumes to showcase their 'wild side' and have their photos taken with backdrops, and many other different artistic expression of sexuality and sensuality.

Limited spaces in SEXPO® Singapore are available to exhibitors and sponsors. For more information, call 6255-5919.

About SEXPO® Singapore 2006

SEXPO® Singapore is South East Asia's first Sexual and Reproductive Health and Lifestyle Exhibition. It will be held at Singapore Suntec International Convention and Exhibition Centre Hall 401 from 24 to 26 November, 2006. The event is open to adults above the age of 21 only. SEXPO® Singapore is expected to receive more than 60,000 visitors from Singapore and abroad. Tickets are at SGD\$10 per entry and SGD\$25 for a 3 day pass. Special ticketing packages are available for early booking and bulk booking. Visit our website at <http://www.sexpo.com.sg> for more updates on the event.

For more information, kindly contact:

Name: Marilyn Thng
Tel: +65 6255 3813
Hp: +65 9299 7002
Fax: +65 6255 3138
E-mail: marilyn@spoc.com.sg

Name: Kenny Goh
Tel: +65 6255 5919
Fax: +65 6255 3273
E-mail: pr@sexpo.com.sg