



## For Immediate Release

### **SEXPO® Singapore partners with Zestra® as Title Sponsor for SEXPO® 2006**

**Singapore, 28 September 2006** - SEXPO® Singapore 2006 will partner with Zestra-Asia, Ltd., the exclusive distributor of U.S. manufactured Zestra® Feminine Oil, the first and only clinically proven product designed for women to heighten pleasure and improve sexual satisfaction in up to 95% of the women who use it. The exhibition in November has been renamed Zestra® SEXPO® Singapore 2006.

Zestra® is a patented blend of two botanical oils and two botanical extracts specifically designed to increase female sexual sensation, arousal, pleasure, and satisfaction when topically applied to the female genitalia. The all-natural ingredients naturally stimulate the body's own sensory nerve conduction, heightening sexual sensation and pleasure.

In its aim to extend its global presence, United States-based Zestra Laboratories, Inc. is adopting SEXPO® Singapore as a platform to launch its much heralded Zestra® Feminine Oil in Singapore and South East Asia.

Zestra® Feminine Oil is a scientific breakthrough in feminine sexual health that women and sexual medicine experts around the world are praising for its ease of use, natural design and effectiveness. Once applied, its bioactive botanical ingredients begin to work on the sexual pleasure pathways that are specific to women. Zestra® is effective, discreet and easy to use.

"We are excited and honored to serve as the Title Sponsor for SEXPO® Singapore 2006," said Martin Crosby, Chairman and Chief Science Officer of Zestra Laboratories. "The exhibition is a high profile event in South East Asia. It is an excellent platform for us to effectively launch Zestra® in South East Asia and create the much needed awareness amongst women and their partners in Asia."

Zestra® had created much interest in July 2005 when the U.S. National Institutes of Health (NIH) accepted the clinical trial of Zestra®. The Zestra® study is the only NIH-registered study to directly address women's sexual problems. The Phase II-type clinical trial is evaluating the efficacy and safety of Zestra® compared to placebo oil in 200 women diagnosed with acquired mixed interest, desire, arousal or orgasm disorders in conditions of home use in conjunction with sexual activities.

Kenny Goh, founder of SEXPO® Singapore reiterates: "The partnership between Zestra® and SEXPO® Singapore is a winning collaboration. SEXPO® is the leading sexual and reproductive health platform in South East Asia and will allow Zestra® to effectively reach its target audience." He added, "Such mutually beneficial collaboration also adds value to the exhibition and results in the public gaining the most out of SEXPO®."

#### **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>

The three day exhibition will provide visitors with a wide range of information, products and services related to sexual and reproductive health, adult care and lifestyle. Local and international renowned speakers including Professor Peter Lim and Dr Rosie King will speak on topics such as “Andropause and Menopause”, “Secret to Better Sex”, “Premature Ejaculations” among others.

Adding a lighter touch to the series of health seminars will be entertainment provided by well-known local artistes Kumar and Irene Ang, dance classes, fashion shows, plays by the Necessary Stage and Eureka sponsored by the Health Promotion Board and Action for AIDS, and more. A variety of exhibitors will display products and services such as gym equipment, slimming, tours, jewellery, themed costumes and adult novelty items in addition to many other sexual health-related products.

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

### **About Zestra® SEXPO® Singapore 2006**

Zestra® 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. Zestra® SEXPO® Singapore is expected to receive more than 60,000 visitors from Singapore and abroad. Tickets are at S\$10 per entry and S\$25 for a 3 day pass. Special ticketing packages are available for early booking and bulk booking. Visit <http://www.sexpo.com.sg> for more updates on the event.

### **About Zestra Laboratories, Inc**

Zestra Laboratories, Inc., a specialty consumer health products company - is the developer, manufacturer and distributor of Zestra® Feminine Oil, a scientific breakthrough in women's sexual health and intimacy. Zestra® is the only consumer product available that is clinically shown to quickly increase female sexual sensation, arousal, pleasure, and improve sexual experiences for women. The commercialization of Zestra® is the result of seven years of research and clinical testing. Non-prescription Zestra®, in a randomized, double-blind placebo-controlled, crossover clinical trial increased female sexual arousal in 85% of women. This study was first published in "Journal of Sex and Marital Therapy". Its all-natural formulation is topically applied and begins increasing female sexual pleasure and arousal in 3 to 5 minutes. For complete information, visit [www.zestra.com](http://www.zestra.com)

*Written and issued on behalf of SEXPO® by:*

Maylynn van der Beek – [maylynn.v@bateyconsulting.com](mailto:maylynn.v@bateyconsulting.com) or 9751 3610

#### **Batey Consulting**

137 Telok Ayer Street #08-05 Singapore 068602

Tel: 6323 0355 Fax: 6323 0755

Marilyn Thng - [marilyn@spoc.com.sg](mailto:marilyn@spoc.com.sg) or 9299 7002

#### **SPOC Solutions**

No 25 Jalan Novena Selatan, Singapore 308580

Tel: 6255 3813 Fax: 6255 3138

#### **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>