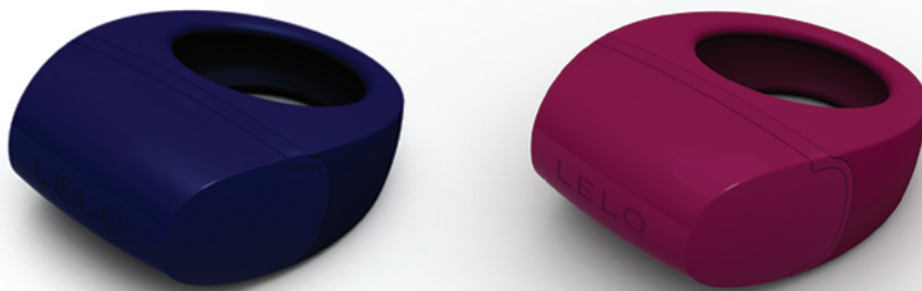


## LELO announces new product, BO Pleasure Objects vibrating gentlemen's ring.

LELO is proud to announce the launch of BO, a revolutionary pleasure object: the first rechargeable vibrating ring for men. With customary LELO attention to design and function, and a battery that lasts literally thousands of times as long as those of any of the disposable competitors, BO is ready to be a long-term friend. He is also a pioneer of our new LELO HOMME line – classy objects designed for men who take pleasure in style. BO is available from 22 of September, 2008.



BO

BO is a gentleman's pleasure object in the form of a rechargeable, pleasure-intensifying ring for men and couples to enjoy together. Fashioned in soft, attractively flexible material, with a vibrating function easily activated through a simple slide interface, he is always ready to slip on and adjusts to all sizes. He invites his users to vary the way he is worn and explore new possibilities.

BO is portable and discreet, making him easy to keep around for when he's needed. Like all LELO pleasure objects, BO is rechargeable and a 1-hour charge provides up to 4 hours of bliss.

BO comes presented in an elegant gift box, accessorised with combined charger and storage unit, user manual and a 1-year LELO warranty.

Recommended retail price: BO: 530 SEK / 59 EURO / 39 GBP / 79 USD

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NOTE TO EDITORS: For additional information and high-resolution images, please contact:

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LELO is a Swedish sex life accessory label with distinct design philosophy and brand profile. Drawing inspiration from the fashion- and beauty industries, our pleasure objects breathe an air of simplicity, sensuality and sophistication. With an avant-garde approach and an affordable mid- to premium price range, LELO provides a high-quality alternative to the conventional erotic market space. We aim to please a modern clientele of women - and their partners - with high sexual integrity and a keen eye for design. By imbuing the look, the feel and the function of our pleasure objects with sensual purpose, they become natural accessories to be enjoyed again and again.

Co-founded in September 2003 LELO is headquartered in Stockholm, Sweden, and is available on more than 40 international markets.