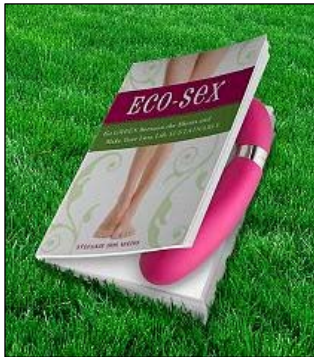


FOR IMMEDIATE RELEASE

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Jimmyjane and Stefanie Iris Weiss Bring Eco-Consciousness into the Bedroom

San Francisco, CA (April 2, 2010) – Jimmyjane, a design-centric company that creates eco-friendly sex accessories has teamed up with Stefanie Iris Weiss, author of the new book *ECO-SEX: Go Green Between the Sheets and Make Your Love Life Sustainable*. In honor of the 40th Anniversary of Earth Day, Jimmyjane and Weiss will be offering a new product bundle for the release of the book to inspire people to make earth-friendly decisions about their earth-shaking activities.

Throughout April, Jimmyjane will be pairing *ECO-SEX* with their best-selling FORM 6 Waterproof Rechargeable Vibrator in an exclusive offer available at WWW.JIMMYJANE.COM. Made with phthalate-free, medical-grade silicone, the award-winning FORM 6 is powered by a high-capacity lithium-ion battery that runs for up to two hours on a single charge. Weiss highlights FORM 6 in her book, and describes it as “Life Changing”.

About ECO-SEX

A discerning, sexy and on-trend guide, *ECO-SEX* examines all the elements it takes to create a truly sustainable sex life. Recharge your passion for the environment with *ECO-SEX*, and help inaugurate the next (and best) sexual revolution.

ECO-SEX: Go Green Between the Sheets and Make Your Love Life Sustainable addresses questions such as:

- What’s that condom *really* made of?
- Does the birth control pill do more harm than good?
- Where can I find sex toys that won’t harm my body OR the environment?
- Which brand of organic chocolate is equally delicious and good for the planet?

ECO-SEX provides answers that every ecosexual must grasp before sliding between sustainable bamboo sheets. Chock-full of reliable websites, manufacturers, and labels to look out for, *ECO-SEX* is a user-friendly manual covering courtship rituals, bedroom basics and eco-lifestyle choices. From greening your beauty routine to sourcing fair-trade gifts to green solutions for STDs to eco-parenting – no dirty detail is left out.

“*Eco-Sex* will take you from book cover to sheet cover with your eco-mate, addressing everything from green dates to earth-friendly aphrodisiacs to safe, healthy sex.”

—The Green Life, Sierra Club

“*Eco-Sex* is really about better sex. In her fast-paced, engaging style, Weiss dispenses long overdue advice for leading a healthier, sexier and greener lifestyle.”

—Josh Dorfman, host, *The Lazy Environmentalist*, Sundance Channel

About Jimmyjane

Jimmyjane is a design-centric brand founded on the belief that life is better with a sexy twist. Since day one, we have been dedicated to keeping our customers and planet healthy. Our innovative, award-winning line of vibrators, massage oil candles and massage tools have consistently led the industry in sustainability, longevity and quality.

Proprietary Technologies – We reduce waste and extend product lifespan by offering Waterproof Cordless Recharging, a Replaceable Motor System and rechargeable batteries

Design Process & Product Lifecycle – Creating our products in-house enables us to continually optimize our designs, maximizing their lifespan and minimizing their environmental footprint. All Jimmyjane designs carry a 3 year warranty. Good products don't end up as landfill.

Body-Safe Materials – We use only FDA-approved materials that are biocompatible, hygienic and free of phthalates, parabens, lead and other toxins.

Responsible Manufacturing – We partner with manufacturers who share our values and comply with fair labor practices, worker health and safety requirements and environmental accountability standards.

Energy Efficiency – Jimmyjane products meet or exceed U.S. and European energy standards, California Energy Commission Appliance Efficiency Regulations and California Proposition 65.

Waste Reduction – Our products are designed for durability and use replaceable components to extend their lifespan. Many of our products are designed for disassembly and recycling. Jimmyjane products are WEEE compliant.

Quality & Safety Testing -- Jimmyjane employs third-party testing agencies to ensure conformance with safety and reliability guidelines, including FCC, CE, ETL, UL and/or ISO 9001 standards, as well as the RoHS Directive.

Read more about our Environmental Commitment at WWW.JIMMYJANE.COM

About the Collaborators

Ethan Imboden, Founder, Chairman and Chief Creative Officer, Jimmyjane

Ethan Imboden is the founder of Jimmyjane, a design-centric brand founded on the belief that life is better with a sexy twist. He started the company in 2003, seeing an unprecedented opportunity to transform consumer experience in an area of universal interest – sexuality. With a background in leading-edge design and engineering, he brings a unique blend of aesthetic sophistication, technical savvy and business acumen to his work.

Stefanie Iris Weiss, Eco-Sex

Stefanie Iris Weiss is the author of nine books on topics ranging from yoga to veganism to the beauty myth. Weiss is a regular contributor to Elle UK and has written for Teen Vogue, Marie Claire, and many other publications. She keeps her carbon footprint small in New York City and is available for interviews. Learn more at: www.stefanieirisweiss.com and check out the Eco-Sex blog at www.ecosex.net.