



MYPLEASURE: A BUSINESS TO WATCH

Lessons on Building a Successful Dotcom

SAN FRANCISCO (2002): MyPleasure (www.myplesure.com), a “clean” adult sexual enhancement website, has a rare distinction few other dotcoms can boast: success. Launched in May 2001 by Dr. Sandor Gardos and his executive team, the company became profitable within three months, seeing a 20-30% monthly growth in sales and serving over 500,000 unique visitors each month.

Before launching his new business, Dr. Sandor Gardos, president and CEO of MyPleasure, spent years educating people about sexuality in different capacities: as an academic, researcher, writer and therapist. He was appalled to realize that most of his patients were not actually suffering from sexual dysfunction, but were actually searching for education and validation that their desires were “normal.”

Dr. Gardos became passionate about creating an environment in which people would feel comfortable discussing sexual issues and concerns. He quickly realized that the Internet offered a number of opportunities for furthering his cause, including a substantially larger audience, an anonymous forum, global reach and real-time answers to potentially embarrassing questions. Harnessing the power of the Internet, Dr. Gardos began writing for a number of health and sexuality sites, including AOL, Yahoo, WebMD, Thrive, About and Oxygen.

While he was able to counsel thousands through these sites, he wasn't comfortable making referrals to sex toy sites, most of which were either geared to a very specific niche or filled with pornographic images and inappropriate marketing tactics. He began to envision an e-commerce website that offered sound medical advice, techniques for sexual enhancement and the best in adult toys—all in a pleasant environment, free from pornography and hard-sell tactics.

Over the years, Dr. Gardos built a strong network of people in different industries, making it simple for him to recruit an executive team of the “best and brightest.” Representing different fields, including engineering, marketing, operations, product procurement and content development, MyPleasure's employees are as diverse as their customers. Over half of the company's staff is female; also on staff is a married couple: Jocelyn Saurini, Director of Project Development and Production, and her husband, Tony, MyPleasure's Chief Engineer.

All MyPleasure employees work to enforce the company's core values: great customer service, a user-friendly returns policy and excellent toys that have been hand-selected by a knowledgeable staff. The company's approach clearly appeals to a huge segment of the population: people who want to enhance their sex lives without being bombarded with pornography and over-aggressive sales tactics.

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About MyPleasure

MyPleasure (www.myplesure.com) is an online destination dedicated to improving people's sex lives by providing them with access to the best toys and sexual enhancement products available. MyPleasure envisions a world in which sex toys are perceived as a safe, acceptable way for individuals and couples to share and experience pleasure, and works to achieve this goal by supplying its customers with a comfortable shopping experience, entertaining features, timely content and relevant sexual health information. Founded in May 2001, MyPleasure is owned and operated by Sawhorse Enterprises, Inc., a San Francisco-based corporation.

Media Contact, Victoria Carter, 415.345.6487, vcarter@magnetcom.com