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SEMPRAE LABORATORIES FEATURED IN FORBES MAGAZINE

Saddle Brook, NJ, August 2009 – The makers of Zestra®, a safe, patented blend of botanical oils and extracts clinically proven to increase a woman’s feelings of desire and arousal, were the featured entrepreneurs in the August 24, 2009 issue of Forbes magazine.

In “Passion Play,” Forbes reporter Maureen Farrell reveals how Mary Wallace Jaensch and Rachel Braun Scherl of Semprae Laboratories are taking the Zestra brand from bankruptcy to a powerful player in the women’s sexuality market.

The road from bankruptcy to growing business has been challenging, but well worth it, says Jaensch. “We were thrilled that Forbes shared our excitement and enthusiasm for Zestra and its potential. Women are always very interested in talking to us about Zestra; now there are even more people who are aware and talking about Zestra and how well it works for them.”

Indeed, the article even mentions a satisfied Zestra user: “Sewell, N.J. resident Margie Levins is one happy customer. Suffering difficulties from menopause and a recent hysterectomy, the 59-year-old tried Zestra on the advice of her gynecologist. “It brought me back to feeling like I did when I was in my 20s,” says Levins. “I gave it to my friends and got a lot of thank-yous.”

Scherl emphasizes the importance of women talking to women about sexual satisfaction. “If the Forbes article provides women with more confidence that Zestra can increase their sexual satisfaction and motivates them to try, that is a win for everybody.”

Zestra®

Zestra® is a safe, patented blend of botanical oils and extracts that creates deep pleasurable sensations. Zestra is hormone-free, paraben-free and topically applied. The botanical ingredients in Zestra include Borage Seed Oil, Evening Primrose Oil, Angelica Extract, Coleus Forskholii Extract, Theobromine, and the Anti-Oxidants Vitamin C and Vitamin E. Zestra's botanical ingredients work together to safely and effectively enhance female sexual pleasure, sensation, sensitivity and satisfaction. Zestra was first introduced in June 2002. The development of Zestra stems from over 5 years of research performed by pharmaceutical researchers and sexual health experts.

Semprae Laboratories, Inc.

Semprae Laboratories, Inc. is a unique company founded by women and focused on improving women's sex lives in meaningful ways. An integral part of this mission is starting the conversation on women's sexuality from the woman's perspective and providing a comfortable space for women to ask questions, get information, and express themselves. And beyond the conversations, Semprae Laboratories, Inc. provides innovative, credible options based on real science with demonstrated efficacy in clinical settings - including the flagship product, Zestra. Zestra has clinical evidence that it boosts sexual arousal, sensation and satisfaction in women - offering a solution unlike anything else on the market.

For more information about Semprae Laboratories, Inc., please visit www.semprae.com and for more information about Zestra, please visit www.zestra.com.

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