

FOR IMMEDIATE RELEASE

October 4, 2009

**ZESTRA SUPPORTS CERVICAL CANCER & HPV AWARENESS AND PREVENTION AT NY BEAT THE CLOCK! WALK**

Saddle Brook, NJ, October 2009 – Zestra®, the patented blend of botanical oils and extracts clinically proven to increase female sexual satisfaction, and its parent company, Semprae Laboratories, Inc., showed support on September 19, 2009, at the NY Beat the Clock! Cervical Cancer & HPV Awareness and Prevention Walk.

Semprae Laboratories was asked by Beat the Clock! organizers to donate samples to walkers and for attendees of a private luncheon for survivors, patients, advocates, family, and friends of those affected by cervical cancer and/or HPV.

“We’re appreciative of Semprae Laboratories’ donation of Zestra to the event – Zestra was a HUGE hit,” said Tamika Walker, founder of Tamika & Friends and organizer of the Beat the Clock! Walk. “At our luncheon, we ended up having a huge discussion, which literally took over the event, about the sexual issues after a cancer diagnosis. Sexuality is an important issue facing patients and survivors and we’re thrilled that Zestra and Semprae are helping to lead the dialogue on safe and effective solutions.”

Zestra has been commercially available for 5 years and has helped women of all ages and lifestyles to improve their own sexual satisfaction. In two clinical studies, 70% of women using Zestra® reported an increase in feelings of desire, arousal, and satisfaction. Zestra is also hormone-free, which makes it a particularly appealing for women with many different health concerns.

Rachel Braun Scherl, President of Semprae Laboratories, said, “Awareness and prevention of cervical cancer and HPV are key to fighting these extremely common and under-diagnosed illnesses, and we are thrilled to have been part of the NY Beat the Clock! Walk to support this cause. Female sexual satisfaction is a topic that affects everyone, and we are always happy when Zestra helps to ‘start the conversation’. Tamika and the other survivors are truly an inspiration to women everywhere who are dealing with all kinds of challenges.”

About 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](http://www.semprae.com) and for more information about Zestra, please visit [www.zestra.com](http://www.zestra.com).

###