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ZESTRA® CLINICAL STUDY PUBLISHED IN *JOURNAL OF SEX & MARITAL THERAPY*; WOMEN REPORT IMPROVED DESIRE, AROUSAL AND SATISFACTION

Zestra® is the only topically-applied consumer product clinically demonstrated to improve a woman's feelings of desire, arousal, pleasure and satisfaction

Saddle Brook, NJ, Jan. 13 /PRNewswire/ -- Semprae Laboratories, Inc. announced the publication in peer-reviewed *Journal of Sex and Marital Therapy* (Volume 36, Issue 1, 2010, pages 66-86) of a multi-center, randomized, placebo-controlled clinical study of Zestra® in more than 200 women at thirteen clinical sites across the United States, demonstrating a statistically significant improvement in measures of desire, arousal, and satisfaction. The study was designed and directed by David M. Ferguson, PhD, MD, and the Principal Investigator was Julia Heiman, PhD, Director of the Kinsey Institute. Overall, 70% of women reported an improvement in satisfaction over multiple uses, indicating that Zestra continues to work when used with each sexual encounter. The results will likely spur the much-needed conversations in health care professionals' offices about women's pleasure and satisfaction.

"This study is remarkable because Zestra demonstrates statistically significant improvements across a number of validated measures of women's sexual experiences" says Dr. Ferguson. "Importantly, the study included a broad range of women aged 21-65, in various lifestages. Zestra demonstrated its effectiveness as an option for women regardless of their current level of satisfaction. Zestra provided significant desire, arousal, and treatment satisfaction benefits for a broadly generalized group of women with varying sexual difficulties. Many of these women had a variety of pre-existing medical conditions and medication usage as does the general public.

Zestra® *Essential Arousal Oils™* is the only topically-applied intimacy product available that is shown to improve female sexual desire, arousal, enjoyment and satisfaction in randomized, placebo-controlled clinical trials published in peer-reviewed journals. This newly published study corroborates the findings of a smaller study of 20 women published in *Journal of Sex and Marital Therapy* in 2003 (JSMT, 29(s):33-44, 2003) and further differentiates Zestra as a clinically-established consumer product in women's sexual health and intimacy.

“The time is overdue for clinically proven options for improving women’s sexual experience,” says Dr. Michael Krychman, Medical Director of Sexual Medicine Hoag Hospital in Newport Beach, CA and Executive Director of the Southern California Center for Sexual Health and Survivorship Medicine. “Little by little, we are starting to see an increasing interest in the conversation about women’s sexuality.”

The study shows the benefits of Zestra in a randomized, placebo-controlled clinical trial conducted by a group of leading sexual health experts. “We are thrilled that Zestra demonstrated meaningful improvements for women in this second and larger clinical study. The results of this study continue to demonstrate Zestra’s usefulness as an important option for women to improve their sexual pleasure and satisfaction,” says Rachel Braun Scherl, President and Co-founder of Semprae Laboratories, Inc.

Starting The Conversation About Women’s Sexual Satisfaction

Leading health care professionals feel that discussion on women’s sexual satisfaction is long overdue. Studies indicate over 40% of women – close to 30 million women - in the U.S. experience some kind of sexual concerns or difficulties. Yet women’s sexual satisfaction is rarely, if ever, the focus in the majority of health care professionals’ offices. “The need for a solution that improves women’s sexual satisfaction is clear, but the market has fallen short of providing solutions that have been demonstrated to be safe and effective,” says Susan Kellogg, PhD, CRNPC, Director of Sexual Medicine at the Pelvic And Sexual Health Institute. “Zestra provides a real conversation starter and solution for so many women,” say Mary Wallace Jaensch, CEO and Co-Founder of Semprae. “Every day, we receive calls and e-mails from women and men who are thrilled with the positive impact Zestra has on their sexual experiences. They can’t wait to use the product again, and tell their friends about their “discovery”.

About Zestra®

Zestra is a widely-available consumer product, not a drug treatment for a medical condition, and Zestra does not require chronic daily use. Unlike personal lubricants on the market, Zestra is the only proven topical intimacy solution for increasing women’s sexual enjoyment and satisfaction, which leads to better sex and intimacy. Zestra is used on demand, applied only when needed. The effects - known as the *Zestra Rush™* - are generally felt within a few minutes and can last as long as 45 minutes for many women. Zestra is available online at www.zestra.com as well as at select leading retailers, including Wal-mart, Target, K-mart, Rite-Aid and Meijer.

Zestra® is a safe, patented blend of botanical oils and extracts that creates deep pleasurable sensations within minutes. Zestra is hormone-free, paraben-free and is 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.

About 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 about 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. Clinical evidence shows that Zestra boosts sexual arousal, sensation and satisfaction for 70% of women.

For more information about Semprae Laboratories, Inc., please visit www.semprae.com, as well as through the press room section of the Company's Web site, at <http://www.semprae.com/press.php>, and for more information about Zestra, please visit www.zestra.com.

Additional Resources

Journal of Sex & Marital Therapy:

<http://www.informaworld.com/smpp/content~db=all~content=a918381526>

NIH-registered study listing:

<http://www.clinicaltrials.gov/ct2/show/NCT00118495?term=zestra&rank=1>

PubMed (National Library of Medicine): <http://www.ncbi.nlm.nih.gov/sites/entrez>

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