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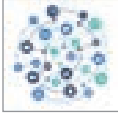
Europe's first choice for the erotic trade



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ETO Show in Birmingham

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Multichannel marketing for erotic retailers

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Mark Olson (Empowered Products)

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A NEW ERA TAKES SHAPE



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Pipedream targets product piracy

Manufacturer has teamed up with Piracy Stops Here

Chatsworth, USA - In an effort to combat the ever-growing piracy of pleasure products, Pipedream has teamed up with Piracy Stops Here. "We've all been frustrated with piracy and intellectual property theft – and when you're on top, people are always going to rip you off," said Pipedream Chairman and CEO Nick Orlandino. "Pipedream's commitment to the industry is unparalleled – we're no strangers to being on the front lines and taking a leadership role when it comes to defending our industry. We're optimistic about our new partnership with Piracy Stops Here to make progress in destroying the scourge of piracy plaguing the industry."

Since 2010 Piracy Stops Here has reported and removed more than 8 million intellectual property infringements. Last year the company launched a pilot program in cooperation with the Free Speech Coalition, aimed at establishing protocols to curb counterfeiting

of pleasure products and trademarked infringement of consumer merchandise. The service protects products against trademark and counterfeit infringement by monitoring and removing any infringing material from ecommerce sites – be it independent operators or the big name e-tailers. "Piracy Stops Here is delighted to add Pipedream Products to its roster of protected manu-

facturers," said Jeff Carter, Director of Piracy Stops Here, Products Division. "The pleasure products side of the adult industry is just beginning to experience the piracy that the content side has suffered for many years. It's an honor to partner with such an iconic brand and help Pipedream bring brand control and distribution of its products back under their exclusive control, where it belongs!"



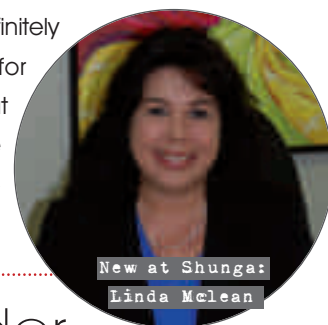
Nick Orlandino

Shunga Erotic Art welcomes Linda Mclean

Montreal, Canada - It's now official; Linda Mclean joins the Shunga team as the Customer Service representative. She will also be part of the training department along Manon Vallée. Linda brings 17 years of experience in the industry as she was working for the

biggest home parties company in Canada. Linda will be the key person for any account support, orders, shipping, etc. "She is not only funny and knowledgeable, she's a great asset to the team and will surely help us with future sales and will pamper our customers" says Manon Vallée

Vice President of Eau Zone Oils and Fragrances Ltd. Linda explains: "This is definitely a big change for me and a great new adventure that I'm enthusiastic to start."



New at Shunga:
Linda Mclean

New at JOYDIVISION: Peter Goppelsröder

Hanover, Germany - The 41 year old Peter Goppelsröder will be responsible to implement the global marketing strategy of JOYDIVISION. Be-

fore he joined the German manufacturer he worked as a manager for Nestlé and accumulated over 14 years of international experience in Scandinavia, Brazil and the USA. "We decided to bring somebody new for this important strategic position. It is important for us as a manufacturer to

optimally support the trade. Thanks to the optimization of our marketing we will have even better success with this in the future. Besides this, the professional experience and the know-how of Peter Göppelsröder are very valuable for us, to further our global expansion," said CEO Oliver Redsclag.



Peter Goppelsröder



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