

For Immediate Release
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**SmartSex™ app helps women get savvy about sex.
And, being smart about sex is very sexy.**

New York, NY. - If knowledge is power, then knowing more about sex, its pleasures and sexual health can empower today's woman and help make her more confident. That's the thinking behind an app called SmartSex.

SmartSex is a new iPhone app on sexuality for adults that provides current, accurate information, and is geared for women's interests. The app provides a dashboard of playful and informative features to help users get smart about sex and have fun doing it. The app is a comprehensive resource, offering multiple ways to answer questions, find key words, and check topics about sexuality. The app also features answers to personal questions from users, enjoyable shake games to test sex IQ, breaking news about sex, a weekly, confidential question poll with aggregate results, and social networking features. Each of these features is an easy choice from the app's dashboard, all with confidentiality, and the avoidance of potentially embarrassing questions. A recent addition to the app's features is *Weekly Q* - a selection on the home page to see answers to app user's personal questions about sex.

SmartSex takes a positive view of sex, encouraging the user to get smart about their sexuality, gain confidence, enhance their enjoyment of sex and make healthy choices. The app developers have a public health background and bring a broad understanding of sexuality to the app design.

"Women seek to balance sexual health and pleasure," said Joyce Lisbin, Ed.D. co-developer of the SmartSex app. "We're finding that women like having accurate, current information they can use on a daily basis."

A SmartSex user might read answers to personal sex questions from other users, the latest news about sex, play a shake game and test their sex IQ with friends, read a pleasure tip,

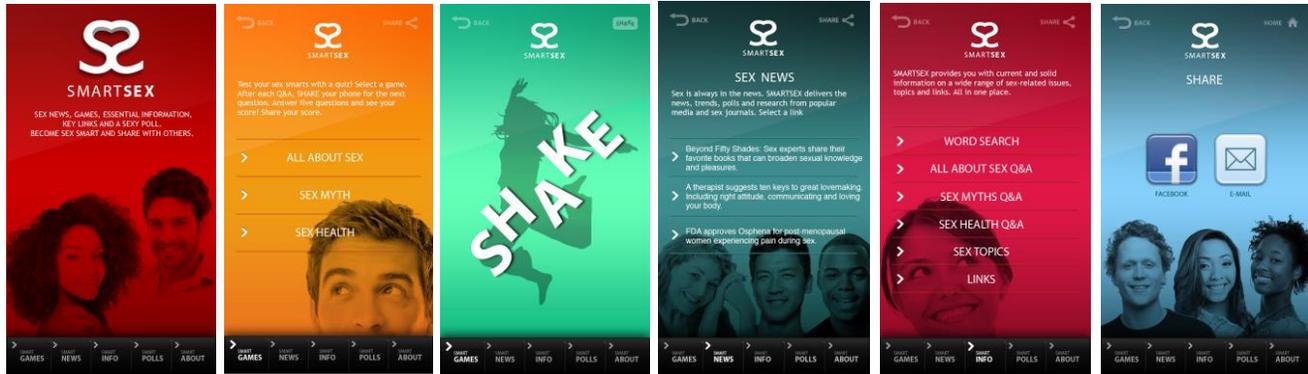
quickly check on contraceptive or STD info, send a fun fact to a friend, even respond to a provocative poll question and see the results of other users. All with an easy choice from the app's dashboard of features - and all with confidentiality.

"We added the new Weekly Q feature to make the app more relevant to our users - and provide answers to common questions," said Paul Froehlich, MPH, the app's other developer. "This is a playful app that celebrates the pleasure's of sex, encourages social sharing, and helps users make healthy decisions."

The SmartSex app has a dashboard of fun and useful features:

- **Weekly Q (New)** –Submit an anonymous question. A new question answered weekly.
- **Three Fun Q&A Shake Games** - Test your sex IQ in general and about common sex myths and key sex health issues. You have to shake it – the phone that is – to get each new question. After five questions, see your score and share the results with friends through Facebook or e-mail.
- **Latest Sex News** – Get the latest sex news with links to the original source – stories from general media and sex research journals. It may be about enhanced pleasure techniques, sex health news, birth control technology, trends in sexual relationships, or stories about sex - with a contemporary twist.
- **Weekly Sex Poll** – Find out what others like you are thinking, doing! Each week a new, confidential question on sex attitudes is asked of app users. They can quickly go to poll results to see how others are responding. Confidential and revealing. A new week? A New question - and opinion results!
- **Accurate info:** - An extensive Info Area with the ability to look up words, topics, and FAQs. There are 6 information areas: word search, general information Q&A, sexual health Q&A, sex myths Q&A, sex topics for in-depth information, and links to websites for added information on various areas of sexuality.
- **Links** - Links to Websites that specialize in specific sex topics – for added depth.
- **Sharing** - SmartSex app users can either e-mail or use Facebook to share info from the app as well as polling info and personal comments.

Designed for adults, the SmartSex app is sleek and easy to use.



As smart phones become an ever more important part of our lives, SmartSex can be a lifestyle companion – one that helps women lead an active social life while making healthy decisions and becoming sex smart. After all, being smart about sex is very sexy.

The SmartSex app is featured at iTunes:

<https://itunes.apple.com/us/app/smart-sex/id641426390?ls=1&mt=8>

The SexSmart support site is at:

www.smartsexapp.com

or

www.pandohealthresources.com

About the developers: Pando Health Resources, LLC. was established by Paul Froehlich, MPH, and Joyce Lisbin, Ed.D. to create health-oriented media based upon their work in public health and communications. Paul Froehlich is an award-winning producer of media products in New York City. Joyce Lisbin, based in Denver, is former chief of the Health Communication Unit, California Department of Public Health / STD Control Branch.