

For Immediate Release
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SmartSex™ An app for men on sex gets better. Being smart about sex is very sexy.

New York, NY. What's the one thing that's always on a guy's mind? Now there's an iPhone app that recognizes the obvious answer to that question and can make any guy smarter - about sex.

SmartSex™ is a newly released app that is geared to be a mobile – and confidential - sex advisor for men. The app provides a dashboard of playful and informative features to help guys get smart about sex, and have fun doing it. The app features multiple ways to answer FAQs on sex, find key words, and check out current topics about sex. The app features enjoyable shake games to test sex IQ, breaking news about sex, a weekly question poll with results, and social networking features. 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, enhance their enjoyment of sex, gain confidence, and make healthy choices.

A **SmartSex™** user might read answers to personal questions from users or the latest news stories about sex...play a shake game and test their sex IQ with friends over a drink...get a hot tip on a pleasure technique, debunk a sex myth, quickly check on contraceptive or STD info, send a fun fact to a friend, even respond to a provocative polling 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 believe most guys lead active social lives and are hungry for accurate up-to-date information about sexuality, whether it's fun information on new trends and attitudes about sex, or key health info about sexual disease prevention or pregnancy. And they want to have fun doing it!," said Joyce Lisbin, PhD. Co-developer of the app.

The new app has a stylish, intuitive design to encourage playful use and connectivity with friends.

It offers a wide range of concise and accurate information about sexuality, including common sexual myths, pleasure tips, physiology, trends and attitudes, key health information about sexual disease prevention or pregnancy, and breaking sex news, including standout research. Finally, an active guy can get those personal questions answered quickly from an authority in his pocket.

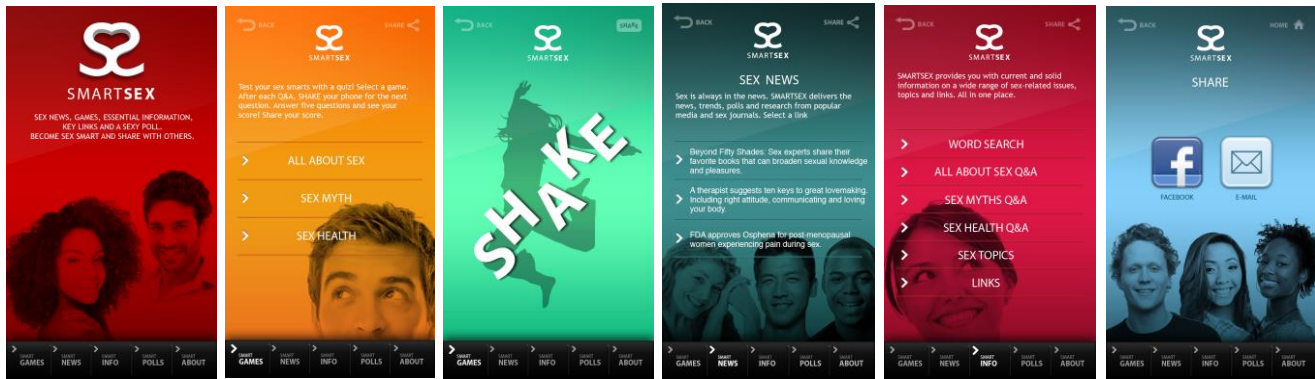
“In a world where the smart phone is a constant companion, why not add some sex to the relationship? noted Paul Froehlich, MPH, the app’s other developer. “This is a playful app that celebrates the pleasure’s of sex, encourages sharing, and helps users make healthy decisions.”

The SmartSex app is positive about sex and draws from today’s comprehensive sexuality information. This app has a stylish, intuitive design, with accurate information men can use daily.

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 – 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 a host of 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. It provides a balance between playful features, social networking opportunities and accurate information.



As smart phones become an ever more important part of our lives, SmartSex can be a lifestyle companion –helping guys lead an active social life while making healthy decisions and being sex smart.

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 DPH/STD Control Branch.