



CHERRYTV.COM LAUNCHES INFORMATIVE SEXUALITY VIDEO PROGRAMMING ONLINE FOR WOMEN

*New website to improve sex lives of women via multi-media content &
peer social networking tools*

NEW YORK, NY—March 26, 2008— CherryTV.com a new niche Internet TV website for women, today launched its line-up of educational entertainment shows on women's sexuality and health from the female perspective.

"CherryTV's goal is to enlighten and entertain women with original, down-to-earth programming that provides accurate information on sex and sex-related issues," said Jill Abrahams, Executive Producer & Founder of CherryTV.com. "Our shows feature everyday women you can relate to, talking honestly about their sexual experiences because sexual self-awareness and knowledge make sex more satisfying."

CherryTV.com, home of *Juicy Talk for Women*, currently offers two types of video programs: "Cherry Dish," a round-table discussion show, and "Fresh Advice," a single-topic sex-expert program. All programs are available streaming and for download. New episodes are posted every weekday online at CherryTV.com

"Cherry Dish" CherryTV's flagship program, features a diverse rotating panel of five young women. Each episode is devoted to one sex-related topic ranging from orgasms to insecurities. During each show the panel dishes on past experiences and new connections; analyzes emotional reactions; and shares useful information.

"Fresh Advice" features sex educators, medical professionals and relationship experts addressing subjects such as birth control and erogenous zones. Each Fresh Advice episode provides tips, facts and pointers in a snack-sized clip that educates and empowers women with sexual know-how for enhanced sexual experiences.

In addition to video programs, CherryTV.com also features interactive forums to foster supportive and lively dialog between the site's registered community members.

About CherryTV.com – "Juicy Talk for Women"

CherryTV.com is an online video website about sex from the female perspective for 18-to-35-year-old women. Offering a mix of unique video content and peer social networking opportunities, CherryTV encourages sexual self-awareness and provides women with educational entertainment for a more satisfying sex life. For more information and juicy talk for women, visit CherryTV.com

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CherryTV.com Fact Sheet

What is CherryTV.com?

- An online video website for women about sex
- A safe place for women to learn about sex-related issues and develop a better understanding of their own sexuality
- Video content about sex by experts and everyday women that is relevant and true-to-life
- Lessons by professionals on subjects ranging from the clinical to the technical
- Roundtable discussions exploring past sexual experiences, emotional responses and physical reactions
- Online forums for approved viewers to inquire, comment and interact

Why is CherryTV.com Needed?

- Women desire pertinent information about sex – 93% of women surveyed indicated they would visit a website where women talk openly about sex.
- Many women do not know how to achieve sexual fulfillment yet they know they are entitled to it.
- Women often feel isolated in their pursuit of sexual satisfaction since society and pop-culture imagery maintain the impression that good sex is easy and instinctive.

What Makes CherryTV.com Different from Other Women's Websites?

- Endorses personal understanding and self-acceptance as keys to good sex
- Encourages an individual's sexual self-discovery, offsetting the notion that the media's portrayal of female sexuality is the only legitimate manifestation of sexiness
- Acknowledges that sex isn't always good and effortless; and enables women to recognize that other women have experienced the same unpleasant or awkward encounters they have
- Promotes the idea that sexual confidence need not come from a range of experience, but from a familiarity with one's own sexual responses

What is Available on CherryTV.com?

- "Cherry Dish," a roundtable discussion show
- "Fresh Advice," a single-topic discourse program hosted by a sex expert.
- New episodes every weekday
- All videos available Streaming, Quicktime, Windows and iPod formats
- Forums for trusted viewers



About CherryTV.com

CherryTV.com – “*Juicy Talk for Women*” - is an online video website for women about sex. It provides professionally produced, refreshingly original videos about female sexuality for women ages 18 - 35. The content features experts and everyday women exploring -- in an entertaining, nonjudgmental way -- sex-related issues that affect the sexual lives of young women.

No nudity or sexual activity is ever shown on CherryTV.com. A new, original 3 - 5 minute video is uploaded every weekday. All shows are available streaming and for download in Quicktime, Windows and iPod formats.

CherryTV.com provides relevant information and real-world advice.

The programs tackle topics in a sincere, enthusiastic manner providing accurate and educational information for women about sex. CherryTV.com offers two types of video programs: “Cherry Dish,” a round-table discussion show, and “Fresh Advice,” a single-topic sex-expert program.

“Cherry Dish” features a rotating panel of five young women, chosen for their diversity, humor and intelligence. The panel discusses a variety of sexual topics, ranging from orgasms to insecurities. They talk about past experiences and new connections, analyze emotional reactions, and share useful information.

“Fresh Advice” features sex educators, medical professionals and relationship experts providing factual information on subjects such as sexual dysfunction or erogenous zones. Fresh Advice experts offer information and tips in short 3 - 5 minute clips to educate women about their bodies, enhance their sexual experiences, and empower them with sexual know-how.

CherryTV.com also features forums to foster tolerant, lively dialog among community members. To ensure the comfort and safety of participants, members are screened and all forums are monitored closely. All forum posts are reviewed before becoming live.

The goal of CherryTV.com is to give women the tools to make healthy and informed sexual choices. By providing users with unique video content and peer social networking opportunities, CherryTV.com aims to provide educational entertainment to help women become more confident and contented with their sex lives.



CherryTV.com History

“That must already be out there,” people would say when CherryTV.com’s founder Jill Abrahams would tell them about her idea to produce an online video website for women about sex. But a website with CherryTV.com’s vision and mission was nowhere to be found. No one was producing video content about women’s sexuality from a female perspective. Other sites were offering “tips and tricks” on how to please a partner or how to enhance sex appeal, but none contained frank, intelligent conversation designed to empower women and relate specifically to their real-life experiences. Jill’s vision was a website produced by women, for women, presenting sex-related video to increase sexual self-awareness and confidence in sexual situations.

It began back in 1998, when Jill noticed that although a number of new women-focused sites were launching, the sex content on them was the same as traditional women’s magazines. Jill wanted something different.

In 1999, Jill launched Cherrybomb.com, the predecessor to CherryTV.com, while working at streaming-media TV network Pseudo Programs. Women online responded immediately, and Cherrybomb.com quickly became an instant success, exponentially increasing its traffic and registered users every month. Cherrybomb.com was mentioned in numerous magazines as a “Hot Site” or “Site to Watch,” and even won the South-By-Southwest Interactive “Best Grrl Site”.

Unfortunately, Pseudo Programs, ahead of its time, was a casualty of the dotcom bubble, and Cherrybomb.com was forced to cancel production in 2000. Though Pseudo disbanded, Jill pledged to return to her original vision of a unique website by and for women in the future when the timing was right.

Now, eight years later, the internet landscape has changed vastly and the demand for high-quality online video continues to increase as more internet users gain access to Broadband connections. Yet, the void in sex-oriented video programming for women continues; enter CherryTV.com, *the* place for “Juicy Talk for Women.” CherryTV.com remains true to Jill’s original vision of an honest, judgment-free site for women about sex. With fresh video content available daily in streaming media and multi-format downloads, along with peer-networking capabilities, CherryTV.com is guaranteed to be a hit.



CherryTV.com Biography

Jill Abrahams, Executive Producer/Founder

CherryTV.com founder Jill Abrahams has worked on the internet and in television for more than 15 years. Prior to creating CherryTV.com, Jill produced content and developed strategies for web-based, interactive programming at media outlets such as Rainbow Media and the Russian Media Group.

Jill began her career in online video programming during the era of Web 1.0 as head of network operations at ground-breaking streaming media network Pseudo Programs. Her work involved managing creative departments and working with technical teams to integrate video content into a variety of interfaces and interactive platforms.

In 1998, Jill expanded her production work at Pseudo as founder and executive producer of Cherrybomb.com, CherryTV.com's predecessor. It was then that Jill first developed a firm commitment to helping women develop sexual confidence by producing programming that honestly reflects women's sexual needs and interests.

Prior to her work at Pseudo, Jill honed her video production skills during a four-year stint as a producer for the then-fledgling Food Network. Originally hired as a Production Assistant and the Network's tenth employee, Jill learned first-hand what it takes to build a successful media outlet from the ground up.

Jill began her initial preparations for a career in media during college, earning a BA from the School of Journalism at the University of Wisconsin, Madison.



CherryTV.com Talent Biographies:

Yvonne Kristin Fulbright, Ph.D., M.S. Ed., Sex Expert – Fresh Advice

Dr. Yvonne Kristin Fulbright, sexologist, relationship expert and columnist is the author of several books and has been featured in hundreds of publications, television, and radio stations around the globe. She is the sex columnist and “sexpert” for Foxnews.com, a member of *Women’s Health Magazine’s* Advisory Board, and the sex expert for Comcast’s *Dating on Demand*. Dr. Fulbright is a professor of human sexuality at Argosy University, and a post-doctoral fellow at the University of Iceland. In 2004, she founded Sexuality Source, Inc., a communications and consulting organization specializing in the topics of sex, sexual health, sensuality, and relationships.

Jamye Waxman, Sex Expert – Fresh Advice

Jamye Waxman has been dubbed “the nexxt generation of sex educator” by Wired.com. She has her masters in Sex Education from Widener University, and is the sex advice columnist for Playgirl. Her work also appears in Men's Health, Women's Health, Zink and Steppin' Out. Jamye wrote the book “Getting Off: A Woman's Guide to Masturbation” (Seal Press) and is the creator, director and host of the Personal Touch video series for Adam and Eve pictures. In addition, Jamye is the former TV/radio producer for Bob Berkowitz's “Naked New York” and “Love Bytes.” Jamye serves as President of Feminists for Free Expression and lives in Brooklyn.”

Melissa, Cherry Dish Panelist

Melissa is a writer and teacher who lives in Brooklyn. A high school drop-out, she received her undergraduate degree from The New School, and MFA from Sarah Lawrence. She teaches writing and literature to college students and is finishing her first book, a memoir about her four years as a professional dominatrix.

Celeste, Cherry Dish Panelist

Celeste currently works as a production coordinator at New Line Cinema. A native of Oakland, California she majored in musical theater at Holy Names University. She moved to New York because of her love of the performing arts and affinity for neighborhood diversity. She is an avid knitter and sings in a local choir.