



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