

FOR IMMEDIATE RELEASE

October 11, 2007

Contact: Fabio Rios
General 510.229.5300
fabior@mayerlabs.com

HOW THIN IS MICROTHIN?

Mayer Laboratories introduces the thinnest latex condom.

BERKELEY, CA – Mayer Laboratories Inc., announces the release of America’s thinnest latex condom: the new improved Kimono MicroThin. At 49 microns (.049 millimeters), Kimono MicroThin is the thinnest latex condom in the US. A thinness study conducted from April 2007 to September 2007 revealed Kimono MicroThin is 16% thinner than competing thin condoms.¹ The condom study was conducted according to ASTM standards. (SEE ATTACHED)

“We have been working on this condom for the past few years and have spent countless hours of research making Kimono MicroThin thinner without sacrificing reliability.” says David Mayer, President of Mayer Labs.

The new Kimono MicroThin features a new, straight-sided shape designed to fit a variety of sizes, making it easier to don, and very comfortable to wear. The thinner Kimono MicroThin has no mechanical add-ons, constricted areas, scents or colors. “It’s just very thin and that’s what consumers want,” says Mr. Mayer.

According to IRI data, in the past year, extra thin condom sales increased by over 15%, and now make up 22.3% of the \$250 million condom market.²

The thinner Kimono MicroThin aims to meet the increase in demand by maximizing sensation through its sheerness and more comfortable shape. In a recent blind consumer study co-sponsored by Condom Country www.condom.com and Mayer Laboratories, 173 experienced condom users sampled the thinner Kimono MicroThin. 85% rated the MicroThin “above average” to “excellent” in terms of thinness. Over 70% of users rated the comfort level of the thinner MicroThin as above average, and 83% rated both ease of application, and removal as either “very good” or “excellent”.³ (SEE ATTACHED)

Ivy Chen, professor of Contemporary Sexuality at San Francisco State University and author of *Sex and Relationships: An Anthology*, uses Kimono MicroThin condoms in presentations to students. “For teens touching condoms for the first time, it’s important that they are not turned off by a stinky, slimy, thick condom.” says Ms. Chen. Ms. Chen reviewed the new Kimono MicroThin condom and wrote: “Great thin condom, silky feel, no bad latex smell, great looking box...an excellent product.”

Made in Japan, Kimono MicroThin exceeds US safety standards (ASTM), and also the more strict international standards (ISO). Japanese condoms, which are often sought by condom connoisseurs, are known for their quality and attention to detail because of superior manufacturing technology and careful latex compounding techniques. Made with the highest quality latex and put through an assortment of rigorous tests, Kimono MicroThin is made to withstand intense friction while delivering the best sensitivity.

The thinner Kimono MicroThins are available at both small boutiques and major retailers throughout the United States, Canada and online including Duane Reade, Longs Drugs, Meijer, HyVee, Raleys, Pik n’ Save, Copps, Bartells and others. Kimono MicroThin condoms are the leading brand in natural food stores including Whole Foods, Wild Oats and others, and the complete line of Kimono condoms are available at Condom Country www.condom.com, Drugstore.com, and other e-tailers.

Mayer Labs is an innovative, California-based company with 20 years of experience in marketing and distributing the best quality consumer healthcare products in the United States and abroad. Mayer Labs' products include Kimono brand condoms, Aqua Lube personal lubricants, FC Female Condom, and Digitex brand examination gloves. For more information about Mayer Laboratories visit www.MayerLabs.com.

###

1. 2007 Study of competing "Thin" Condoms – Comparison tests performed according to ASTM standards.
2. IRI FDM 52wk – August 12, 2007.
3. 2007 Internal Consumer Opinion Study.