



FOR IMMEDIATE RELEASE

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Fun Factory Celebrates 20th Anniversary with Year-Long “Feel the FUN” Campaign

The campaign will feature fun-based educational material for every season.

LOS ANGELES, December 2, 2015 – Acclaimed German adult toy manufacturer Fun Factory will celebrate its 20th anniversary with a “Feel the FUN” campaign that will span 2016, with a new education and product focus for every season and several partnerships with top retailers.

Starting in January, the first quarter will focus on innovation: Fun Factory’s contributions to the adult toy industry include being the first company to make a rechargeable toy and the first to use medical grade silicone on a vibrator. The campaign will give customers tools to revolutionize their sex lives, through toys, tips, and fun-based education.

Spring will bring a focus on performance, reminding customers of the importance of “Fun You Can Trust” and highlighting the company’s commitment to using body-safe materials, ethical manufacturing practices, and high-quality German motors. Mid-year, customers can look forward to the Summer of Fun, with tips for making the most of the warmer months. Then, the final quarter of 2016 will focus on passion, with an emphasis on keeping it hot during the holidays.

“Ever since we launched with a single silicone dildo in 1996, Fun Factory has been about playfulness and innovation,” commented Kristen Tribby, Fun Factory’s Director of Marketing and Education. “We can think of no better way to celebrate 20 years than by helping our customers have more fun in 2016.”

Retailers who wish to participate in Feel the FUN should contact... ?

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FUN FACTORY is an innovator in the adult toy industry, combining German engineering with a sense of joyful experimentation to create pleasure products that are both superior



and unique in design. Since 1996, our factory in Bremen, Germany has employed eco-friendly methods and fair labor practices in producing our bestselling FUN FACTORY toys.