

Standard Innovation and LELO settle couples vibrator and inductive charging patent disputes

February 2, 2016— OTTAWA, ONTARIO/ STOCKHOLM, SWEDEN / SAN JOSE, CALIFORNIA Standard Innovation[®] Corporation and LELO[®] have reached an agreement to settle all outstanding lawsuits related to U.S. Patent No. 7,931,605, Canadian Patent Nos. 2,591,401 and 2,684,004, the couples vibrator patents, and US patent No. 7,749,178, the inductively chargeable massager patent. The settlement includes a cross-licensing agreement that allows both companies to respectfully license and use each other's relevant intellectual property.

"We are thrilled to see this process come to an end and to have Standard Innovation's patent covering the We-Vibe respectfully honored," said Frank Ferrari, president of Standard Innovation. "We are greatly indebted to our retail and distribution partners for their support and commitment to the We-Vibe brand."

"We are delighted to reach this positive conclusion for our distributors, retailers and consumers that will be able to enjoy LELO's Tiani couple's products throughout the world. We wish to thank all our partners for their continued support," said Steve Thomson, CMO of LELO. "We're now looking forward to continued strong growth for the couple's category in the months and years ahead."

The agreement grants LELO a license to Standard Innovation's couples vibrator patent for use in products such as LELO Tiani, Tiani 2, Tiani 3, Noa and Intimina Kalia, and grants Standard Innovation a license to LELO's inductively chargeable massager patent.

About Standard Innovation[®]

Standard Innovation Corporation is a world leader in designing and manufacturing high-quality, body-safe, eco-friendly intimate products. Its original and signature couples product, We-Vibe[®], quickly became the fastest selling sexual wellness product of its type in history. The full line of We-Vibe products is currently available at thousands of retail locations in over 50 countries around the world.

About LELO[®]

LELO is a world leading designer brand for intimate lifestyle products. On launching in 2003, LELO transformed the look, feel and function of how personal massagers were perceived, and now applies the same commitment to quality and innovation through an ever-growing collection of bedroom accessories and intimate pleasure products. LELOi AB is the Swedish company behind LELO where offices extend from Stockholm to San Jose, from Sydney to Shanghai.

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