

**MEDIA RELEASE
OCTOBER 12, 2006**

Gratify your sexual appetite with the hottest sex show ever

Toronto's mega popular Everything to do with Sex Show returns for another lust-filled and satisfying year

(Toronto, Ontario)...October 12, 2006.....Sex and all its ins and outs will come alive in Toronto this October 20-22 with the seventh annual Everything To Do With Sex Show.

The organizers of the consumer-friendly Everything To Do With Sex Show are putting the fun back into sex this year with a relaxed and non-threatening event that aims to appeal to all sexual orientations, ages and fetishes.

As one of Canada's most popular consumer shows, organizers want to launch a new openness and appreciation for romance, sensuality, sexuality and self improvement by sharing the love with the thousands of visitors who attend the show each year. Dozens of seminars and exhibitions are slated for the three-day show and cover every sexual stage from romantic dinners to bondage.

"We are just so pumped about this year's show," says Show Manager Allan Fryman. "The interest in the Everything To Do With Sex Show is growing by leaps and bounds each and every year. We have something for everyone, from the diehard sex aficionado to the neophyte."

Show features this year include firefighters turning up the heat from the National Fundraising Calendar, pole dancing, chiseled bodies from the dance troupe Canadian Men International performing choreographed routines as they shimmy down to their bare necessities and Fetish Queen Rubberella, who runs kinky workshops in latex and mummification. The Dungeon, a demonstration area manned by volunteer members of the fetish community promises to be another crowd favourite. It's here that attendees can sit in on lectures and demonstrations of s&m.

Catch seminars and demos on a host of sexy subjects including how to strip for your man, the fake-an-orgasm contest, mastering masturbation, sensational oral sex, sizzling sex toys, erotic artwork, leather fashions and perhaps romantic dinners for two. More contests, demos and plenty of shopping round out the experience.

The Everything To Do With Sex Show runs from Friday, October 20th to Sunday October 22nd at the Automotive Centre, Exhibition Place in Toronto. Show hours are 3 p.m. to midnight on October 21, 11 a.m. to midnight on October 22 and 10 a.m. to 6 p.m. on October 22.

Additional information on The Everything To Do With Sex Show is available at:
www.everythingtodowithsex.com.

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The Everything To Do With Sex Show Frequently Asked Questions

1. Who is The Everything to do with Sex show designed for?

Everyone! Well, almost everyone. The Everything To Do With Sex Show offers visitors a wide-angle lens into the world of products and services designed to improve your sex life. The show's assortment of displays, seminars and products is so vast, offering something for singles or couples of every sexual orientation, fetish, age or gender. Naturally, admittance is restricted to those under the age of 19.

2. I'm not into bondage or kinky sex. What will the show offer for me?

That's a question we often get. The Everything To Do With Sex Show is a fun, relaxed and non-threatening event, which allows visitors the opportunity to explore all aspects of sex, including the more mild and modest. More tame exhibitions, displays and demos include seminars on Romantic Dinners for Two, Simple Ways to Keep the Spark Alive and Answers to Questions You Couldn't Ask Your Mother.

Exhibitors offer the newest products and hottest trends in the industry. Products range from the hottest new sex toys, lingerie and leather fashions and sensual fragrances, to books, body and visual art, erotic massage and health and nutrition.

3. My partner is more modest than I am. How do I get them to the show?

Tell your partner that the overriding goal of the show is to put visitors at ease by offering exhibitions and seminars in a way that is fun, relaxed and non-threatening. Whatever your area of interest, we'll have it for you at The Everything To Do With Sex Show.

4. Is this a good place to meet people?

As good as it gets. The festival attracts couples as well as singles and is a great opportunity to launch a liaison. The beauty of meeting someone at an event like this is that you're apt to hook up with someone who shares the same sexual interests.

5. How many exhibitors does the festival attract?

The Everything To Do With Sex Show attracted 135 exhibitors last year.

6. How many visitors attended the show?

In 2005, more than 50,000 people attended the three-day event.

7. Where is the show and how much does it cost to get in?

Tickets are available in advance by logging on to: www.everythingtodowithsex.com at special advance prices. For a limited time only, tickets will be \$15.00 per day and \$30.00 for a weekend pass. Check out the web site for other offers and promotions. At the door tickets will be \$20.00 per day and \$40.00 for a weekend pass. Buy in advance and go straight in without waiting in line.

The Everything To Do With Sex Show Fact Sheet

Dates/Hours

Friday, October 20	3:00 pm – 12:00 midnight
Saturday, October 21	11:00 am – 12:00 midnight
Sunday, October 22	10:00 am – 6:00 pm

Location

Automotive Building
Exhibition Place
Toronto, Ontario

Overview

The 7th annual Everything To Do With Sex Show, Canada's sexiest consumer show launches Friday, October 20th through Sunday, October 22nd. Over 100 exhibitors will cover the sprawling 119,000 square foot Automotive Building. Admittance to Toronto's most interactive consumer show is restricted to 19 and over.

This Everything To Do With Sex Show draws in curious adults who want to explore their sexuality. The show covers every topic from romantic dinners to sexual bondage. Best of all, the show presents sex, and everything to do with it, in a fun, non-threatening environment that appeals to couples and singles alike. It's your chance to be entertained, inspired and educated whether you're 19 or 99.

Show highlights include:

- Sex is in the spotlight with almost 30 seminars taking place throughout the three-day period. For a complete listing of seminars, log on to: www.everythingtodowithsex.com/attendees/seminars.asp

- Gabrielle Fischer, renowned life-casting artist will be sharing her collection of nude body sculptures.
- Interactive live body painting demonstrations.
- Celebrity appearances by Nikki Benz courtesy of Screaming O, Erica Jordan, host of Totally Busted on the Playboy channel, Puma Swede, Canadian Men International, Rubberella, Lady Viktoria, and Sexicana.
- The third annual Virtual Bartender Contest, brought to you by Beer.com in conjunction with the Everything To Do With Sex Show.
- Come see stunning models showcase exhibitor merchandise during the SX Fashion Show.
- Join over 50,000 likeminded attendees whether it's enjoying a romantic dinner or even sexual bondage.

Sponsors

The Everything To Do With Sex Show prides itself on its relationships with its sponsors. Here are just a few of this year's sponsors: Desire Resorts, Hedonism Resorts, Rogers AOV, Aren't We Naughty and Blue Bay Getaway & Spa.

Web Site

Additional information on The Everything To Do With Sex Show can be found at: www.everythingtodowithsex.com.