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SKYN® CONDOMS PARTNERS WITH MAXIM TO PROFILE SEX IN AMERICA VIA INTERACTIVE HEAT MAP

Digital Map Showcases Sex Across the U.S. Based on Relevant Social Chatter, Exclusive Statistics, and More

12 February, 2016 - Iselin, NJ – Ansell, a global leader in protection solutions and the makers of LifeStyles® and SKYN® Condoms (“SKYN”), today announces the launch of a new interactive Heat Map (<http://us.skyncondoms.com/sex-in-america>) created in conjunction with Maxim Magazine. The map dynamically visualizes “Sex in America” by comparing state-by-state sexual activity and perspectives based on real-time social chatter, lifestyle content, and exclusive statistics from the recent [2015 SKYN® Condoms Millennial Sex Survey](#).

“Learning from and engaging with our millennial customer base is a key focus for our brands,” says Jeyan Heper, President & General Manager, Sexual Wellness Global Business Unit at Ansell. “We partnered with the leading men’s lifestyle magazine, Maxim, to develop an interactive map based on our recent survey data, and we look forward to helping consumers understand the sexual behaviors and desires of peers within their state and across the nation.”

Featuring sexy, entertaining, and informative content based on real time social posts and regional lifestyles preferences, the interactive map is the first of its kind, sharing a variety of exclusive statistics and findings on “Sex in America.” The Heat Map is broken down into three main sections:

- **Social Chatter:** The social chatter section features a live newsfeed of relevant social media posts and hashtags being used across the country surrounding the topic of sex. The map function, which can be found on the top left corner, illustrates a

variety of different sized clusters to highlight those states with the highest and lowest number of sex-related chatter occurring on social media at any given time. In addition, the map also features a bar at the bottom of page to share real-time analytics of the top states where sex-related chatter is trending, as well as the total number of social posts talking about sex throughout the country.

- **U.S. State Profiles:** The state profiles section showcases exclusive national sex survey data specific to each of the 50 states and Washington D.C, and features a seamless sharing functionality that allows users to share the state profiles on their social media pages. Each state profile highlights the total number of sex mentions by state, the state rank of sex-related chatter, the state's overall favorite role-playing scenario, and the state's favorite sexual position. The exclusive sex statistics featured in the state profiles are based on the findings from the recent [2015 SKYN® Condoms Millennial Sex Survey](#).
- **“The Guide to Get Inside” City Hotspots:** Curated by Maxim, the city hotspots section highlights the top destinations to visit in key markets including New York, Los Angeles, Chicago, and Houston. Separated by specific eat, drink, hotel, and entertainment recommendations, each hotspot profile includes specific venue details, images of the location, and contact information to book reservations as needed to guarantee a good time. As an added component, SKYN Condoms and Maxim will offer users a chance to win a “City Guides” trip for two to one of the four featured cities of their choice: New York, L.A., Chicago, or Houston, which will include roundtrip airfare and hotel accommodations. Users will enter to win via a form on the Heat Map webpage, and will also be granted one (1) additional entry for every social share of the map (on Facebook or Twitter). The contest will be open through 12:59:59pm EST on Monday, February 29, 2016.

In addition to the grand prize, 10 contest entrants will win a SKYN prize pack, including sample packs of SKYN Condoms, a SKYN branded T-Shirt, a SKYN drawstring backpack, SKYN koozie, SKYN branded pen, and SKYN headphones.

The Heat Map is available exclusively on <http://us.skyncondoms.com/sex-in-america> and <http://www.maxim.com/sex-in-america-map>. For official rules, please visit <http://www.maxim.com/page/skyn-sweeps-rules-2016-02>. To connect with SKYN Condoms to discover condom giveaways, sex tips, stats and more, join us on Facebook and Twitter: <https://www.facebook.com/SKYNUSA/> and <https://twitter.com/skyncondomsusa>.

About Ansell

Ansell is a world leader in providing superior health and safety protection solutions that enhance human well-being.

With operations in North America, Latin America/Caribbean, EMEA and Asia, Ansell employs nearly 15,000 people worldwide and holds leading positions in the personal protective equipment and medical gloves market, as well as in the sexual health and well-being category worldwide. Ansell operates in four main business segments: Medical, Industrial, Single Use and Sexual Wellness.

Information on Ansell and its products can be found at www.ansell.com. **#AnsellProtects**

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About SKYN Condoms by LifeStyles

Based out of Iselin, NJ, the SKYN brand of condoms was launched in 2008 as the first-ever polyisoprene, non-latex condom that met all the U.S. Food and Drug Administration requirements for safety and efficacy. The SKYN brand is the latest addition to the LifeStyles brand portfolio; the LifeStyles brand of condoms was launched in 1985 as a U.S.-based consumer product of Ansell Limited.

With over 20 styles of condoms and an assortment of other pleasure products on the market, Ansell and its affiliates are some of the leading distributors of sexual health goods in the U.S. and Canada. More information on SKYN condoms can be found at

www.skyncondoms.com/us/

About the LifeStyles Brand

Based out of Iselin, NJ, the LifeStyles brand was launched in 1985 as a U.S.-based consumer products division of Ansell Limited, a global leader in healthcare barrier protective products with operations in the Americas, Europe, Asia and Australia. With over 20 styles of condoms and an assortment of other pleasure products on the market, the brand and its affiliates are some of the leading distributors of sexual health goods in the U.S. and Canada. More information on the LifeStyles brand can be found at www.lifestyles.com.