



CAL EXOTICS SEXPERT™ APPLICATION

If you are chosen as a **Cal Exotics Sexpert™**, you will be part of an exclusive group of men and women who will have access to our newest and most innovative products.

The **100 men and women** we choose will be picked based on their online “social networking” skills, as well as demonstrating to us that they are, as the marketing people call them, “opinion leaders.”

Each month, the **Cal Exotics Sexpert™** will receive, at no charge, **one of our products** based on your profile. All you have to do is blog about the product and mention it on your social networks. **We'll even post the best blogs on our website.**

Cal Exotics is doing this for three simple reasons:

- We'd love the support of social networking sites like yours
- We want to put our products out to “opinion leaders”
- Cal Exotics products are all about passion and communicating needs

First Name: _____ Last Name: _____

Your Cal Exotics Sexpert™ Name: _____

(this is the name that would appear on your reviews and any of our materials and is done to protect your privacy)

Age: _____ Gender: Male Female

Address (No P.O. Boxes): _____

City: _____ State: _____ Zipcode: _____

E-mail: _____ Phone: _____

Level of Education: High School Some College College Degree Doctorate

Sexual Orientation: Straight Gay Bisexual Transgender

(We seek a diverse group that also allows us to send appropriate products!)

Do you write for a blog/website: Yes No

Sample URL(s): _____

What are your traffic stats / visitors per month?: _____

Which online social networks do you use: Facebook Twitter MySpace Naymz Friendster

What writing experience do you have: _____

Are you reviewing products for any other sex toy manufacturer: Yes No If so, who: _____

Why should you be chosen as a Cal Exotics Sexpert™?: _____

Why do you think you are an ideal candidate? Provide samples of your writing (url), your experience as an opinion leader, traffic numbers on your blog, etc.: _____

Agreement: By applying to be a Cal Exotics Sexpert™, I am making a good faith commitment to Cal Exotics in exchange for free products. As a Cal Exotics Sexpert™ I will receive one product per month from Cal Exotics. The products may include sex toys, games, books, personal care products and videos. I understand that Cal Exotics shall decide which product I shall receive and I will not be able to return or exchange any of the products that I receive. I understand that this appointment is to be taken as a business commitment. After receiving the monthly product, I will e-mail my review to blog@calexotics.com. The review may be posted on the Cal Exotics website and I understand that I will not receive any compensation (other than the product) for the posting of my review. I further understand that Cal Exotics in its sole discretion shall determine whether or not to post my review. I will receive a Cal Exotics web banner/link that may, at my choice, be used on my site. I understand that Cal Exotics has the right to decline my application for a number of reasons associated to the values and brand image of Cal Exotics. If my application is accepted, I will be contacted by Cal Exotics with more information. I certify that I am at least 18 years old. I understand that Cal Exotics may at any time and without notice to me: (i) change the terms of the program, (ii) cease the program, or (iii) drop me from the program.

Thank you for your interest in the Cal Exotics Sexpert™ Program. You will be contacted within 2-4 weeks as to the status of your application.