

PURE ROMANCE

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Pure Romance Reveals “Sexiest City in America” for 2016 with Philadelphia taking top position

CINCINNATI (December 14, 2016) – For the first time in three years, there is a new U.S. city that earns the title of “Sexiest U.S. City” compiled by Pure Romance, the nation’s leading and fastest growing woman-to-woman direct seller of relationship enhancement products.

Moving from second place in 2015, Philadelphia jumps to the top spot as “Sexiest U.S. City” for 2016. For the last two years, the Washington, D.C. area has been the “Sexiest U.S. City,” but this year the nation’s capital slides to third place. To determine the 20 Sexiest Cities, Pure Romance scored on-line product sales, along with net regional sales through active Consultants around the country.

“Philadelphia has been making steady progress on our list of 20 Sexiest Cities over the last few years,” said Chris Cicchinelli, Pure Romance CEO and President. “From fourth place in 2014 to second and now to first, we are happy to see the ‘City of Brotherly Love’ take the top spot as the Sexiest City in America.”

Other survey highlights:

- Pittsburgh jumps from 20th last year to 14th in 2016
- Buffalo, a survey newcomer in 2015, moves from 18th last year to 15th this year
- New York, which wasn’t ranked last year, makes a strong Top 20 debut in fifth place

The Top 20 Sexiest U.S. Cities for 2016 are:

1. Philadelphia, PA
2. Detroit, MI
3. Washington, DC
4. Minneapolis-St. Paul, MN
5. New York, NY
6. Atlanta, GA
7. Baltimore
8. St. Louis
9. Dallas-Fort Worth
10. Tampa-St. Petersburg
11. Salt Lake City
12. Denver
13. Cleveland-Akron-Canton
14. Pittsburgh
15. Buffalo
16. Milwaukee
17. Portland, OR
18. Grand Rapids-Kalamazoo, MI
19. Cincinnati
20. Green Bay-Appleton, WI

Cicchinelli also noted: “It’s also interesting to look at the top cities in America who had the highest sales of products offered by Pure Romance per capita of female populations. In this case, our Top Five Sexiest Cities by Sales to Female Populations are:

1. Zanesville, Ohio
2. Saint Joseph, Michigan
3. Mankato, Minnesota
4. Cedar Rapids, Iowa;
5. Binghamton, New York.”

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About Pure Romance

Pure Romance is the world’s largest and fastest-growing woman-to-woman direct seller of relationship-enhancement products. Pure Romance markets its premier line of products, ranging from bedroom accessories to beauty products to lingerie, through a network of more than 30,000 specially trained or certified sales Consultants at in-home parties throughout the United States, Canada, Puerto Rico, South Africa, and Australia.

For more information, visit www.pureromance.com.

