

Approximately three out of every ten men suffer from it. No one wants to talk about it; it can undermine a relationship; it can devastate a man's self-esteem; and the myths about it abound. We're talking about premature ejaculation...finally.

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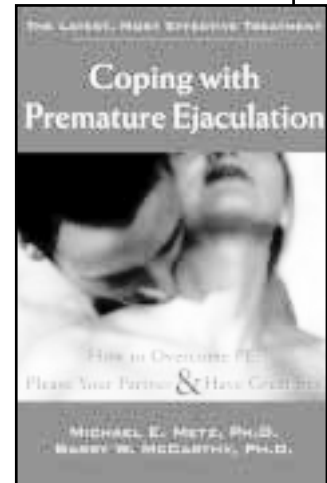
FOR IMMEDIATE RELEASE

In *Coping with Premature Ejaculation: How to Overcome PE, Please Your Partner, & Have Great Sex* (January 2004) readers finally have a comprehensive plan for understanding and overcoming premature ejaculation. Authors **Michael Metz**, the country's leading sexologist in the area of PE, and **Barry McCarthy**, a psychologist who treats couples trying to overcome PE, help men and their partners get past the myths of this conditions and tailor a treatment program that targets the real causes of it.

...And speaking of myths. They abound. They also compound the problem and sidetrack men from getting help. Here are some of the most common: having PE means you're a bad lover; it's the woman's fault; it can be cured by will power or communication. The authors start out by debunking these and other myths. They then give readers a primer on male sexual functioning and show them how to tailor a program to address the physiological and psychological sources of PE. They help readers:

- Identify the particular causes of their PE and diagnose the type of PE they suffer from;
- Develop the right mental attitude to begin a treatment program;
- Understand their pharmacological and physiological treatment options;
- Develop realistic expectations about sex;
- Cope with the effects of PE on their relationship; and
- Pleasure their partner even before their PE is fully resolved.

In our current media milieu it's easy to get the impression that everyone's having great sex all the time. Whether it's the toothpaste ad that tries to convince you that dream-sex with a supermodel is just a gleaming smile away; or movie heroes with age-defying libidos, it's no wonder men don't want to talk about problems "with that." While *Coping with Premature Ejaculation* is an eminently practical book that offers proven and useful strategies, it does something much more. It gives men long-overdue permission to face a taboo problem and shows them how to overcome it with self-esteem and dignity intact. There's nothing premature about this book.



COPING WITH PREMATURE EJACULATION, 1-57224-340-6, (paper), \$14.95, 170 pages
New Harbinger Publications, 5674 Shattuck Ave., Oakland, CA 94609
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about the authors of *coping with premature ejaculation*

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Michael Metz, Ph.D., works in the Twin Cities of Minneapolis-St. Paul, Minnesota and is the country's leading sexologist in the area of PE. He is a major spokesperson for a comprehensive, integrated biopsychosocial approach to addressing and resolving sexual problems. After twelve years on the faculty of the University of Minnesota Medical School, he currently works in private practice with Meta Associates as a psychologist, marital therapist, and sex therapist treating individuals and couples, and is affiliated with the University of Minnesota's Department of Family Social Science. He has published more than forty-five professional articles and conducted numerous workshops and talks on marital and sex therapy. He is the author of the *Styles of Conflict Inventory (SCI)*, a clinical assessment instrument to evaluate the conflict patterns in relationships.

Barry McCarthy, Ph.D., is a clinical psychologist, with a subspecialty in marriage and sex therapy, practicing at the Washington Psychological Center in Washington, DC. He is professor of psychology at American University where he teaches an undergraduate human sexual behavior course. With his wife Emily, he has written seven well-respected books, the most recent being *Getting It Right the First Time*, *Sexual Awareness*, and *Rekindling Desire*. In addition, Barry has published over fifty-five professional articles, fourteen book chapters, and presented over one hundred and ten workshops nationally and internationally.

SUGGESTED INTERVIEW QUESTIONS

1. In your book you talk about the myths that surround premature ejaculation. What are some of them and what affect do they have on the men you treat?
2. What are the different types of PE?
3. Why is it important to develop realistic expectations about sex and what are some common unrealistic standards that men tend to set for themselves?
4. What are some misconceptions about female sexuality and how do they affect men trying to cope with PE?
5. Chapter 5 of *Coping with Premature Ejaculation* is called "Planning Your Treatment and Preparing for Action." What does "preparing for action" entail and why is it important?
6. What are a few of the current non-medication treatments?
7. How does PE affect a man's relationship with his partner?

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suggested interview questions...continued

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8. You say that “Emotions about your relationship are the ‘energy source’ for your sexual feelings.” What role do emotions play in contributing to and recovering from PE?
9. You encourage readers to develop a number of “psychosexual skills.” What are these and how can they increase sexual pleasure even when a man has PE?
10. You help your readers choose a marital and/or sexual style. What are a few of these styles and what are their plusses and drawbacks in terms of coping with PE?

R A V E S

“Finally, a cutting-edge book that delivers hope and ends confusion about a common sexual difficulty...”

~**Julian Slowinski, Psy.D.**, coauthor, *The Sexual Male*, assistant professor, department of Psychiatry, University of Pennsylvania School of Medicine, AASECT certified sex therapist

“This is an excellent, easy-to-read self-help book which is unique in that the treatment recommendations are individualized...In a nutshell, this book is a gem.”

~**Robert Segraves, MD, Ph.D.**, author *Sexual Pharmacology*, professor of Psychiatry at Case Western Reserve University and editor, *The Journal of Sex and Marital Therapy*

“This is not only a practical, state-of-the-art manual on dealing with premature ejaculation, but also an enlightening guide to a richer, deeper relationship. The authors’ knowledge, wisdom, and compassion come through on every page...”

~**William J. Doherty, Ph.D.**, director of the Marriage and Family Therapy Program, University of Minnesota, and author, *Take Back Your Marriage*

“This is a highly readable book...clear and concise. I recommend it highly.”

~**Pierre Assalian, MD**, director, Human Sexuality Unit, McGill University Health Center and president of the 17th World Congress of Sexology, Montreal, 2005

“This is the most comprehensive guide to dealing with premature ejaculation I have ever seen!...Drs. McCarthy and Metz have not only done a great service to couples experiencing this problem, but to sex therapists as well...”

~**Jean D. Koehler, Ph.D.**, president, American Association of Sex Educators, Counselors, and Therapists (AASECT)

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more raves for *coping with premature ejaculation*

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“...Written by two experienced sex therapists, this book offers sound advice and sensible suggestions for gaining control over ejaculation and, more importantly, for becoming a better lover.”

~**Sandra R. Leiblum, Ph.D.**, director, Center for Sexual & Relationship Health, UMDNJ-Robert Wood Johnson Medical School

“Finally, an updated, comprehensive guide for a problem that affects millions of men and their partners...This is a great book, and I plan to recommend it to all my patients who struggle with premature ejaculation.”

~**Dennis P. Sugrue, Ph.D.**, past president of the American Association of Sex Educators, Counselors, and Therapists (AASECT) and coauthor of *Sex Matters for Women*

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