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HowAboutWe.com Launches App For iPhone and iPod Touch

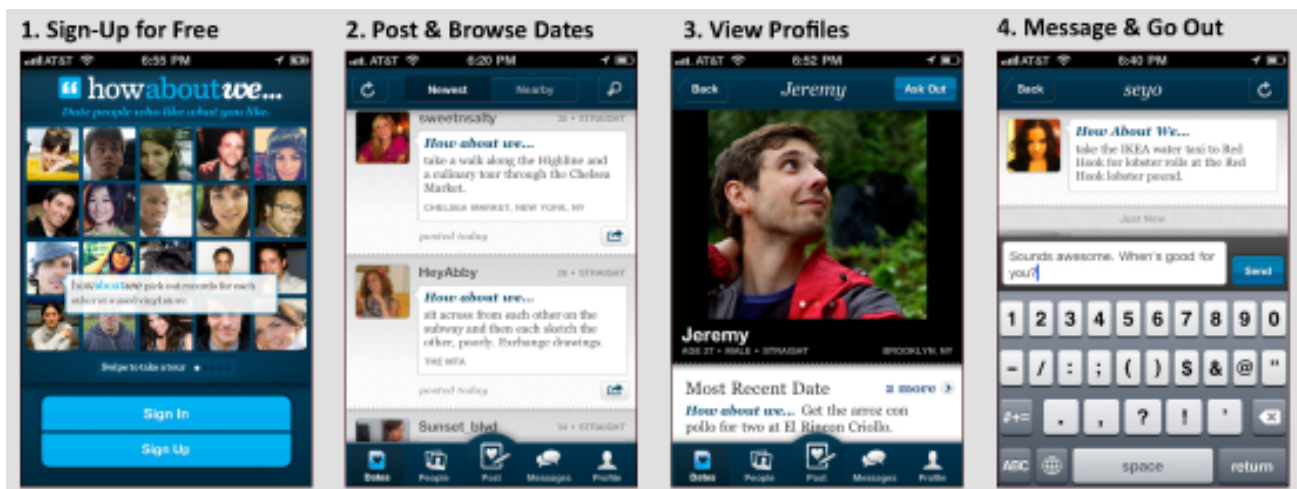
NEW YORK (June 2, 2011) – HowAboutWe.com today announces its new location-based mobile dating app for the iPhone and iPod touch, now available in the App Store. The innovative mobile app lets people instantly connect with singles in their area based on the places they want to go for dates.

“We’re thrilled to announce the launch of our new iPhone and iPod touch app because it’s going to allow people to have the HowAboutWe experience of better dating on their mobile device,” says Aaron Schildkrout, the site’s co-founder. “It’s ushering in a smarter, more fun way of dating.”

The HowAboutWe App features real-time access to thousands of nearby date ideas from local singles, making it a fun and easy way to reinvigorate users' dating lives and help them find the relationship they’re looking for. Additionally, the app offers sleek user profiles that include full-sized photos, personal interests and easy access to messaging.

The app is available for free from the App Store at: <http://itunes.apple.com/us/app/id439078709?mt=8>

How it works:



What People Can Expect:

- Real-time access to thousands of nearby date ideas from local singles.
- Sleek user profiles with full-size photos, fun tidbits showcasing personal interests and easy access to messaging.
- Date locations powered by Foursquare that highlight nearby places to go on great dates.
- A fun and easy way to reinvigorate their dating lives and find the relationship they’re looking for.

HowAboutWe Stats:

- More than 100,000 dates have been posted on HowAboutWe.com.
- 88% of those dates are at a specific location. Of those:



- 23% are active, playful dates
- 18% involve grabbing a bite or eating a meal
- 17% involve going to see a concert, art show, museum exhibit or film screening
- 11% are at a bar

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About HowAboutWe

Childhood best friend Aaron Schildkrout and Brian Schechter launched HowAboutWe.com in April 2010 in New York City. They wanted to create a dating site they'd actually want to use. Backed by RRE Ventures, HowAboutWe expanded nationally in December of 2010. Since then, more than 100,000 dates have been posted on HowAboutWe, resulting in thousands of couples with great first date stories.