



EMBARGOED UNTIL JUNE 20, 2011

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NEW YORK MAGAZINE TO LAUNCH CO-BRANDED DATING WEBSITE WITH HOWABOUTWE.COM

Partnership Aims to Revive Storied Personals Business

New York, NY—June 20, 2011—*New York* magazine and dating site HowAboutWe.com today announce a partnership to reinvent the magazine's personal ads tradition for a new era. On June 20, 2011, NYmag.com and HowAboutWe.com will launch a new dating site that connects people based on the actual dates they want to go on.

Once legendary — and a lucrative source of revenue for the magazine — *New York*'s back-of-the-magazine personal ads gave way to online dating sites in the early 2000s. Now, through a dynamic co-branded experience at nymag.howaboutwe.com, the company is re-entering the dating market.

New York chose HowAboutWe because of their modern approach to online dating. People post the dates they want to go on (i.e. “How about we get ice cream at Chelsea Market and walk along the High Line”) and then find someone to go with who shares their interests. This style is a natural fit for NYmag.com, the go-to destination for active New Yorkers looking to stay on top of the latest in restaurants, movies, shopping, and more.

The co-branded experience will live inside of NYmag.com and will feature NYmag.com's top navigation, making it easy for users to move between editorial pages and the dating site. This marks the first media partnership for Brooklyn-based HowAboutWe.com.

The June 20 launch of the partnership coincides with the magazine's annual Summer Issue—a treasure trove of date ideas. Many HowAboutWe users are active *New York* readers so it's not uncommon for the magazine's editorial to influence trending date ideas.

“The personal ads in *New York* were behind a countless number of happy unions—and one of the strongest sources of revenue in the magazine's classified pages for many years,” says Serena Torrey, New York Media's Executive Director of Business Development. “We're thrilled to be reviving the franchise in a totally new direction with HowAboutWe.”

“NYMag is the perfect fit for HowAboutWe. Our users are always posting the latest trends and hot spots as date ideas, and *New York* is the authority in that realm. Their audience is an ideal match for us,” says Brian Schechter, co-founder of HowAboutWe.

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ABOUT NEW YORK MEDIA

New York Media is the parent company of the ground-breaking weekly *New York Magazine*; the up-to-the-minute news and service website nymag.com; the national-restaurant-search website MenuPages.com; the [Grub Street](http://GrubStreet.com) network of food blogs; the entertainment and culture news site [Vulture](http://Vulture.com); and the twice-yearly *New York Weddings* magazine.

ABOUT HOWABOUTWE.COM

HowAboutWe.com is a new kind of dating site that makes it fun and easy to go on awesome dates. Just say "How about we..." and fill in the dots with a date you want to go on. HowAboutWe is all about going online to get offline, where the chemistry happens. The site, launched in 2010, is based in Brooklyn, NY.