



how
about
we.com

HOWABOUTWE.COM

20 Jay St.
Suite 932
Brooklyn, NY 11201

theteam@howaboutwe.com

718.666.3720

@howaboutwe

PRESS CONTACT

Jade Clark
Sr. Communications Manager

jade@howaboutwe.com

347.943.7319

HowAboutWe was founded in 2010 to help people fall in love and stay in love.

Since then, we've successfully launched a suite of best-in-class products, apps and media properties, including [HowAboutWe Dating](#), [HowAboutWe for Couples](#), the [HowAboutWe Media](#) network, and our first standalone app, You&Me.

Headquartered in Brooklyn, New York, we've raised more than \$23 million in financing to date and continue to rapidly scale in support of our original goal.

HOWABOUTWE DATING: THE OFFLINE DATING SITE

On HowAboutWe Dating, singles post date ideas by finishing the phrase "How about we...", with a date they'd like to go on. By using the date as a starting point, we provide a simple and intuitive way to meet new people in the real world.

Our subscription-based service is free to join with premium membership rates starting at just \$8/month. Members can post dates from anywhere with the HowAboutWe Dating app for [iPhone](#), [iPad](#) and [Android](#). Featured by iTunes and Google Play for its seamless functionality and smart, gorgeous design, the app is now available in more than 30 countries and 16 languages.



HowAboutWe Dating also fuels an extensive network of white-label dating sites, through partnerships with more than 50 top-tier publishers such as *AARP*, *ELLE*, *New York Magazine* and *Village Voice Media*. Through this unique partnership model, we're able to dramatically expand our reach by bringing together a diverse community of singles under the unified goal of helping people connect offline and on great dates.

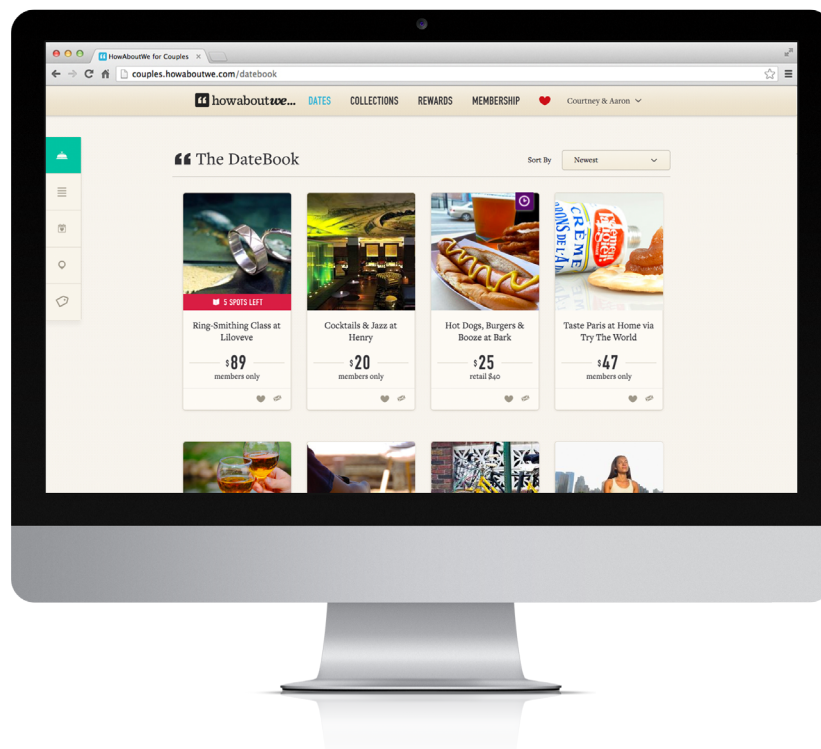


HOWABOUTWE FOR COUPLES: WE MAKE DATE NIGHT HAPPEN

HowAboutWe for Couples is a date night planning service for people in relationships. We find the best local date spots and work with them to create one-of-a-kind experiences for our members.

Couples choose from our curated collection of local dates and we take care of all the details. Members get the best possible value on every booking, one free date a month, access to exclusive events, extras -- like car service and flower delivery -- and free personalized date planning for special occasions.

HowAboutWe for Couples is currently available in five major cities across the U.S., including New York, San Francisco, Seattle, Los Angeles and Chicago. The subscription-based service is free to join, with a premium membership of just \$18/month. We also offer a free, out-of-market version of this service that provides couples across the country curated at-home date packages and destination dates, perfect for planning unique adventures when visiting new cities.



Every date in our collection is chosen for its quality and originality. Unlike deals sites, we don't take commissions from the local businesses we work with, allowing us to partner with top-tier venues to provide exceptional experiences at a great value for our members. From waterfront yoga classes to exclusive chef's tables to sci-fi robot-making workshops, we help couples across the country discover and enjoy amazing dates.

HOWABOUTWE MEDIA: INDEPENDENT, INSPIRED CONTENT ON THE WAY WE LOVE

HowAboutWe Media is an independently-operated network of online publications -- [Nerve.com](#), [TheDateReport.com](#), [Swimmingly.com](#) and [Famously.com](#) -- devoted to exploring love from every angle. From practical advice on easing first date jitters, to a deeply-reported analysis of how cohabitation affects long-term relationships, the HowAboutWe Media network provides an honest view of the way we look for, find and maintain love in the modern world.

Our editorial team boasts writers and editors from diverse digital and print media backgrounds, including *Gawker*, *Fast Company*, *VICE*, *Parenting* and *Entertainment Weekly*, among others. Click [here](#) to learn more about HowAboutWe Media's premier advertising offerings.

In addition to our original online content, our book, [Modern Dating: A Field Guide](#) by Chiara Atik, offers real and relatable advice on navigating a dating landscape that's as complex and varied as ever.

the **DATEREPORT**

NERVE

SWIMMINGLY

FAMOUSLY

YOU&ME: BEAUTIFUL MESSAGING, FOR TWO

You&Me is a free messaging app for couples by HowAboutWe.

You&Me was designed to give couples a better way to connect and make memories, with media-rich features to inspire the kinds of thoughtful gestures that keep relationships fresh. Through a private account, couples send beautiful, custom-edited photos and videos, share music and enjoy unique features like secret photo messaging. Everything couples share is thoughtfully organized and stored within the app, allowing them to easily recall their favorite moments.

You&Me is HowAboutWe's first standalone app, available now for iOS 7 for iPhone through the iTunes App Store. [Get the app.](#)



MEET THE FOUNDERS

Aaron Schildkrout and Brian Schechter founded HowAboutWe in 2010 after realizing the online dating industry was broken, designed to keep people online and subscribed, instead of offline and in love. Then, they came up with the powerful idea of creating an online dating site that was actually about dates.

Four years and millions of dates later, they've successfully grown this vision beyond the first date, to helping people at every stage of their relationship. Through its network of unique properties, HowAboutWe has now completely redefined the online dating industry by building products that help people fall in love and stay in love.

Former teachers from Boston with no traditional business or technical experience, Brian and Aaron have built HowAboutWe into a thriving company with millions of users worldwide. As respected voices in the startup community, they frequently share insights on entrepreneurship and innovation and have spoken at SXSW, Slate Future Tense, Atlanta Digital Summit, NY Tech Meetup, Internet Week NYC, TEDx and more.



2014

- **May 2014:** HowAboutWe launches You&Me, a free messaging app designed for couples
- **April 2014:** HowAboutWe for Couples debuts free, out-of-market version of its service for couples nationwide
- **January 2014:** HowAboutWe acquires Nerve.com and launches HowAboutWe Media, an independently-operated network of online publications devoted to modern love and culture
- **January 2014:** HowAboutWe for Couples launches in Los Angeles, celebrating its one-year anniversary by expanding to its fifth major city

2013

- **October 2013:** the HowAboutWe Dating app internationalizes for iOS in 15 new languages available in 30+ new countries
- **September 2013:** HowAboutWe raises a \$4.2M Series B2 round led by Khosla Ventures, RRE Ventures and ff Venture Capital
- **August 2013:** HowAboutWe Dating announces white-label partnership with *ELLE Magazine*: [ELLE Dating](#)
- **May 2013:** HowAboutWe for Couples begins national expansion
- **April 2013:** HowAboutWe publishes [Modern Dating: A Field Guide from the Experts at HowAboutWe](#)
- **February 2013:** HowAboutWe Dating launches iPad application
- **January 2013:** HowAboutWe Dating celebrates [One Million Dates](#) suggested on the site
- **January 2013:** HowAboutWe for Couples launches in beta in New York City

2012

- **December 2012:** HowAboutWe Dating announces white-label partnership with the AARP: [AARP Dating](#).
- **November 2012:** HowAboutWe raises a \$15M Series B round led by Khosla Ventures and joined by RRE

2011

- **June 2011:** HowAboutWe Dating announces first white-label partnership with *New York Magazine*: [New York Dating](#)

2010

- **December 2010:** HowAboutWe Dating begins national expansion
- **September 2010:** HowAboutWe raises a \$3.2M Series A round led by RRE Ventures
- **July 2010:** The New York Times [profiles](#) HowAboutWe's dating data, calling founders Aaron & Brian, "accidental anthropologists"
- **April 2010:** HowAboutWe Dating launches in beta in New York City

2009

- **November 2009:** co-founders and co-CEOs Aaron Schildkrout & Brian Schechter create HowAboutWe