

HowAboutWe Expands Beyond Dating and Into Media with Nerve.com Acquisition & Launch of New Lifestyle Media Network

Company debuts new media division with four properties -- Nerve.com, TheDateReport.com, Swimmingley.com, Famously.com -- aimed at changing the narrative on dating, sex and relationships

NEW YORK, January 29, 2014 -- Today, HowAboutWe.com announced the acquisition of Nerve.com and launch of HowAboutWe Media, a new lifestyle media network and advertising division within the company. Holistically, this expansion marks HowAboutWe's evolution into a comprehensive lifestyle brand centered on finding and sustaining love in the modern world.

HowAboutWe Media will be comprised of four original content verticals supported by an editorial team that will operate independently from HowAboutWe's two subscription-based properties, HowAboutWe Dating and HowAboutWe for Couples.

As part of its acquisition, Nerve has been adopted into the HowAboutWe Media network, which plans to debut a full editorial re-launch and re-design of the sex and culture-focused site in the coming weeks. Nerve's personals platform, Nerve Dating, will also be absorbed into HowAboutWe Dating's online community of nearly 2 million singles. A note will be going out to current users today with details on this transition and a free three-month subscription to HowAboutWe Dating.

Nerve co-founder Rufus Griscom and CEO Sean Mills will remain connected to the project as members of HowAboutWe's advisory board, using their experience in building successful media properties such as *Babble* and *The Onion* to help guide HowAboutWe's media strategy.

HowAboutWe Media's three additional properties will include Swimmingley.com and Famously.com, two entirely new sites focused on couplehood and celebrities, and TheDateReport.com, HowAboutWe's original, long-standing site centered on dating and singledom. Like Nerve, The Date Report has also been completely re-launched and re-designed as part of the new network's rollout.

Over the past quarter, HowAboutWe has aggressively built its internal operations to support this expansion, growing its editorial team into an all-star department of bloggers and editors, supported by an extensive rolodex of outside contributors. Members of the HowAboutWe editorial team come from diverse digital and print media backgrounds, holding positions at Gawker, Vice, Fast Company, Parenting and Entertainment Weekly, among others. Led by Editorial Director Michelle Dozois and Editor-in-Chief Brian Moylan, the editorial team will continue to expand over the next several months.

The HowAboutWe Media network will also help fuel a range of native, sponsored and display advertising offerings across HowAboutWe's three properties -- HowAboutWe Dating, HowAboutWe for Couples and HowAboutWe Media -- adding an entirely new revenue stream to its subscription-based model. Advertisers will have access to HowAboutWe's significant reach and audience of more than 16 million monthly visitors, spanning its content, community and unique network of top-tier media partners (including *New York* magazine, *ELLE* and *AARP*).

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About HowAboutWe

Founded in 2010, HowAboutWe is a digital lifestyle company dedicated to helping people fall and stay in love. Headquartered in Brooklyn, New York, HowAboutWe is comprised of two subscription-based products, HowAboutWe Dating and HowAboutWe for Couples, and HowAboutWe Media, an independent media network dedicated to exploring all things love, sex and culture. For more information, visit www.howaboutwe.com.