

HowAboutWe Launches Free, Standalone Messaging App for Couples

Company furthers mission to help couples fall and stay in love with You&Me messaging app for iOS 7

NEW YORK, May 1, 2014 -- Today, HowAboutWe.com announces the launch of You&Me, a free messaging app for couples. You&Me is HowAboutWe's first standalone app, 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.

"People in relationships say so many important things to each other through their phones. We say simple, practical things, but we also say beautiful things, intimate things -- things we want to remember forever," said HowAboutWe co-founder and co-CEO, Aaron Schildkrout. "We realized that there weren't any messaging apps that fully support how couples communicate today -- through text, music and rich media -- so we built one. We created You&Me as the ideal communication resource for people in love."

You&Me's full-screen layout and high-quality, immersive design boldly separates it from the mobile industry's more traditional, basic messaging apps. 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. Key features of the app include:

- **Customizable Photos with Stickers, Fonts, Filters & More:** Full-screen photo sharing with dozens of editing features to transform your images in beautiful, silly and unique ways to express your mood or make your partner laugh.
- **'Secret' Messaging:** A flirty way to share photos, which remain hidden until your partner wipes away the 'steam,' momentarily revealing the image before it fogs up again seconds later.
- **Music Sharing:** 'Song' and 'Soundtrack' give you an easy way to share and keep track of the music you both love. Search and send entire songs from the Rdio and Spotify music libraries straight from your conversation stream, all saved directly to a joint playlist.
- **Collaborative Photo Tools:** With the 'Halsie' tool you can create photos together by sharing half an image for your partner to make whole. You can also 'Remix' any photo they've shared to add your own personal twist.
- **An On-The-Go Photo Booth:** A fun way to re-create the classic photo booth experience, no matter where you are.
- **Personal Video & Voice Messages:** Stop-start video and audio messages for when simple text just won't do, whether you're singing happy birthday or taking a virtual tour of your next apartment.

While You&Me was purposely created to operate independently from the company's HowAboutWe for Couples service, users will enjoy a single 'login' between both products. Development of a separate mobile app for HowAboutWe for Couples is currently underway, with plans to further integrate both products once launched so users can seamlessly transition between both apps. HowAboutWe also plans to add a number of significant features to You&Me later this year, including a robust 'Scrapbook' function that, as currently previewed in the app, will further bring couples' favorite memories to life through animated, smart photo albums.

"HowAboutWe is devoted to making products that help people fall in love and stay in love," said HowAboutWe co-founder and co-CEO Brian Schechter, "This core idea -- that technology can make love better -- was the motivating principle behind You&Me and based on the early feedback we've gotten, it's clear we're launching an app that will truly help couples stay in sync."

You&Me is now available on iOS 7 for iPhone through the iTunes App Store and will be coming soon to Android. More details here: <http://couples.howaboutwe.com/youandme>

Screenshots are available here: <http://bit.ly/1g0Vuqx>

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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, the company has successfully launched a suite of best-in-class products, apps and media properties, including [HowAboutWe Dating](#), [HowAboutWe for Couples](#), the [HowAboutWe Media](#) network, and its first standalone app, You&Me. For more information, visit www.howaboutwe.com.