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## Online Personals Watch Interviews Herb Vest, CEO, True.com

*Online Personals Watch offers insight into the online personals world through a series of online dating CEO interviews*

San Francisco, CA (PRWEB) June 17, 2005 Online dating upstart, True.com, states on it's home page that married people will be prosecuted, has driven online dating background checks legislation, and challenged the integrity of it's competitor's personality profiling systems. What will it do next? Mark Brooks, Editor of Online Personals Watch, interviews True.com's CEO and Founder. The following is an excerpt. The full interview appears at OnlinePersonalsWatch.com (opw1.com).

You're a newcomer, an outsider; you could have just been a VC without getting personally involved. What made you want to be personally involved?

I'm an entrepreneur at heart and like to be involved in running the business. A VC is more akin to banking than entrepreneurship so VC's are not necessarily real good entrepreneurs, and vice versa. I'm more socially oriented. I want to make a difference. What does society need? One thing is money, the other is love. I handled the money with HDVest, and so I then decided to try my hand at love. I know we can lower the divorce rates. They're way too high. I believe True can do something about that.

How is True different than PerfectMatch and eHarmony? How is the site better?

eHarmony is going after a particular group which represents around 20% of the market; those looking for a long term relationship. The people at True believe that love is a continuum. When you come off a relationship you may say, "wow, I never want to do that again," but it may not be too long before you wind up looking for another relationship. So, if you have people who are looking specifically for long term relationships without regard to where they are in life, they tend to fail. They are going into life with the idea that, "I'm going to find my partner." I think, going in to a relationship to have a good time and 'perhaps' find a partner, makes more sense.

How will True influence society over the next 5 years?

We plan to lower divorce rates in this country, and others, with scientifically backed matching. We also need to improve the courtship process. We will work on testing methods, dating tests and things like that. There's a big difference between dating and long term relationships. For long term relationships it's important couples agree about raising kids, finances, household chores etc. For short term dating, the relationship factors are not so important as sense of humor, mindset and interests. We want to facilitate both sides of the equation, for the long term and short term mindsets. You will see more and more testing on True; matching base upon users goals, whatever they are within the dating continuum.

What's next on the agenda?

We have ambitions far beyond just online dating. As a relationship company, in the next couple of months we will introduce pre-marriage counseling, pre-commitment counseling and self help guides combined with a referral service to specialist counselors.

Can you give me an example of why this is needed?

My wife and I occasionally argue, as do all married couples. We stumbled on a technique where we become each other's attorney. We'll put each other on the stand and pretend to be each other, taking the others view. True will introduce conflict resolution techniques over time. Every year suicides occur because of failed relationships. People need to think through issues before they become hot issues. Many problems can be averted. I have had a lot of experience with conflict resolution over the years. There's usually something that can be done.

What does the future hold for True?

In a short time, just one and a half years, we've already taken a substantial leading position in the industry. We will hold and gain. You're gonna see a whole lot more of us, raising a lot of ruckus. We made progress with safer online dating. The industry needs to get more serious about full disclosure and doing a great job for the consumer.

See [OnlinePersonalsWatch.com](http://OnlinePersonalsWatch.com) ([opw1.com](http://opw1.com) for short) for the full [True.com](http://True.com) interview and online personals industry rankings (courtesy of Hitwise Competitive Intelligence).

TRUE is a safety focused online relationship service whose mission is to help singles find long lasting and fulfilling relationships. It is the only online relationship service that conducts criminal background screening and single verification screening. TRUE also guides its members step-by-step through all stages of the relationship-building process with the help of proprietary research and it's team of relationship experts and psychologists,

Online Personals Watch is the major news and information portal for the online personals industry. The service is run by Mark Brooks who worked for Friendster, FriendFinder and Cupid.com in the past. Online Personals Watch is allied with the internet dating convention ([idate2005.com](http://idate2005.com)), Hitwise Competitive Intelligence ([Hitwise.com](http://Hitwise.com)) and One2One Living magazine ([one2onemag.com](http://one2onemag.com)).