

## Yahoo! News

### True.com Forms Exclusive Partnership With AskMen.com

Wednesday May 11, 11:01 am ET

#### Category Leaders Join Forces to Further Enhance Consumer Experience Via Shared Content and Cross Promotional Opportunities

DALLAS, May 11 /PRNewswire/ -- In an effort to bring forth the most up-to-date content and resources to its site members, popular online relationship service True.com(TM), and AskMen.com, the leader in men's lifestyle content, announced an exclusive partnership.

Under the terms of the agreement, TRUE will serve as AskMen.com's exclusive online personals partner. In exchange, AskMen.com will provide its popular content on dating, love and sexuality to TRUE's site, further boasting the online relationship service's "U" magazine, which already touts content from TRUE's team of psychologists, editorial staff and Psychology Today. The two companies will also work together on a series of cross-promotional events.

"Statistics show that men are just as -- if not more -- active in online dating as women, and our 'Dating and Love' and 'Sexuality' sections are two of the most visited resources on AskMen.com," said Ashkan Karbasfrooshan of AskMen.com. "We've been looking for an online personals partner that holds itself to the same level of quality that we do, and TRUE was the obvious choice. TRUE has clearly differentiated itself in this crowded industry via its focus on science and security."

"With more than 6 million monthly readers that generate 65,000,000 page views each month, AskMen.com is clearly the first place that men turn to for advice online, and we can't wait to bring their content to our members," said Pete Salcido, senior vice president of global business development for TRUE. "Through our partnership, we also hope to add even more value to their consumers' experience by leading those single men who are in search of a compatible relationship to TRUE."

To inquire about forming a marketing partnership with True.com, please contact Pete Salcido at 972.402.4882 or [Pete.Salcido@true.com](mailto:Pete.Salcido@true.com).

#### About AskMen.com

AskMen.com is the leading Web site for men in the world, averaging over 5 million unique monthly readers. A foremost content provider with an archive of over 12,000 articles available for free online, AskMen.com updates its content daily and features over 200 new articles every month across a variety of sections: Dating and Love, Sexuality, Celebrity Profiles and Interviews, Health and Sports, Fashion and Lifestyle, Power and Money, and Entertainment. AskMen.com also publishes daily features such as the Cool Site of the Day, Joke of the Day, Fact of the Day, Quote of the Day, Question of the Day, Video of the Day, and Gadget of the Day. The annual "Top 99 Most Desirable Women" feature is a popular draw on the site.

AskMen.com hosts an active and popular online community with over 25,000 members. A recent competitive analysis by HitWise(TM) concluded that AskMen.com has a 34.58 percent market share of all Web surfers with an interest in men's lifestyle content. AskMen.com has had content partnerships with the likes of MSN, AOL, Netscape, CompuServe, Univision, Overture, Lycos Asia, and more.

#### About TRUE

TRUE is safer, savvy, and the only scientifically-based, online relationship service whose mission is to help singles find long lasting and fulfilling relationships. Founded on an advanced, scientific compatibility test uniquely endorsed by Psychology Today and independently certified by one of the

leading experts in tests and measurements -- Integrated Knowledge Systems, Inc. -- to meet the Standards for Educational and Psychological Testing, TRUE is the only online relationship service that actively seeks to further protect the safety of its communicating members by conducting extensive criminal background screenings. Moreover, TRUE is the only site to conduct single verification screening. With the help of proprietary research and the industry's most extensive team of scientists, relationship experts and psychologists, TRUE also guides its members step-by-step through all stages of the relationship-building process.

To find out more about how TRUE helps people around the world Live, Love and Learn(TM), please visit <http://www.true.com> .