



Press Kit

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FACT SHEET

Matches That Matter™ is a social introduction service that helps people over 40 meet each other, not online, but naturally by working together in small groups while volunteering on projects for local non-profits and other community organizations.

Following a background check and personal interview, we put together 6 men and 6 women into compatible groups that meet three times over 3 weeks while doing activities that give back to the community.

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Website: www.matchesthatmatter.com

Founded: April, 2008
Behavioral research: 2008-2010
Limited Market Test: 2010-2011
Greater Bay Area Market Introduction: May 2012

Odette Pollar, Founder and Chief Executive Officer

Sample non-profits: Friends of Sausal Creek
San Francisco AIDS Foundation
Oakland Zoo
Rebuilding Together Peninsula
Quesada Gardens
Alameda Naval Air Museum

Membership: Special Introductory Offers:
Membership: \$199 – includes annual membership and 1 FREE *Flight* (3 activities)
or
Membership: \$297 – includes annual membership and 2 *Flights*, plus 1 FREE *Flight* (9 activities)

Funding Partners: Atlas Capital Strategies

Planned growth: 2012 -- 3 cities
2013 – 14 cities
2014 – 25 cities

COMPANY OVERVIEW



Company founder, Odette Pollar worked diligently over a three-year period on an ongoing research project to reveal the needs of single people over 40 as they approach dating and finding a meaningful relationship. She ran dozens of gender split focus groups to discuss dating experiences, dating services, and expectations of the over-40 single person. Further interviews with therapists, sociologists, matchmakers and relationship coaches helped to refine the model for understanding how couples create and sustain healthy relationships. She came away from this research with a “rules of the road” for dating in the 21st

century. And a proven business-model for over-40 singles to find a romantic relationship faster, more affordably and more naturally than any other dating service.



CATEGORY OVERVIEW

The dating and personal matchmaking market in the United States grew to almost \$2 Billion in 2010. It is projected to grow 10% annually for the next three years. (Source: IBIS World Industry Reports).

There are 51 million singles in the US who are 40 plus; approximately one third of baby boomers are single according to the current census. 16% of singles over 40 years old are actively looking for a romantic relationship, according to the Pew Internet and American Life Project study. This does not account for those looking for companionship or those who have simply quit trying.

The competition in the generic dating category includes low priced /high volume online dating sites such as Match.com and eHarmony (\$216 to \$720 per year). And neither these nor most other online dating services conduct background checks or screenings as part of their service. Next in the pricing tier is "It's Just Lunch" and "Table for Six" (\$1,800 to \$3,600 per year plus the cost for each activity), which are meal-based matchmaking services aimed at a similar professional client audience. Singles activity-based groups such as "Events and Adventures" are offered to singles of all ages with no matching or screening. (\$2,000 a year plus the cost for each activity.) High-end matchmakers (average cost of \$45,000 per person), offer personalized 1-on-1 services to a wealthy clientele.

Very few in the category focus on the needs and issues of consumers over 40 and the differences in how they approach dating. Nor do these sites or services target marketing communications to mature consumers.

Industry success rates hover at 1-3% for online dating services. Many single people consider the time commitment of reading and sorting through profiles, emailing and trying to create an actual date to be arduous. There are also concerns about privacy and safety. Many have abandoned online sites altogether, and some have even given up the idea of trying to meet new people.

The Matches That Matter model counters previous service offerings to fill this need and answers the issues, concerns and challenges that mature adults have experienced. The Matches that Matter pioneering model is also the most cost effective.

Matches that Matter activities and events provide the most honest, comfortable, relaxed and affordable way for singles to meet naturally, while contributing to their communities.



PRINCIPAL BIOS

Odette Pollar, Founder & CEO

Odette has nearly three decades of business management experience, having launched two successful companies. She is also an accomplished author of five books discussing productivity, information management and organization. Odette wrote a nationally syndicated newspaper column for eight years and has consulted for 25 years with Fortune 500 companies on strategic planning, process improvement and management development. Matches That Matter is the result of over three years of personal research into relationships and dating for adults over 40. Odette holds a B.A. in Interdisciplinary Problem Solving from U.C. Irvine.

Jim Kranz, President & COO

Jim Kranz has more than two decades experience as a results-driven business leader with a proven track record of identifying market opportunities, exceeding revenue quotas and increasing market share. His expertise includes developing and implementing marketing plans, strategic partnerships, national sales teams, product launch strategies, and customer care programs. His experience spans Fortune 500 firms as well as pre-funded startups. Jim holds a B.A. in Economics, Environmental Studies, and Computer Science from St. Lawrence University.



FOR IMMEDIATE RELEASE

Contact: Phil Siegel
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NEW SOCIAL INTRODUCTION SERVICE FOCUSES ON SINGLES OVER 40

Oakland, CA – (May 12, 2012) -- A unique social introduction service begins this week to offer the 51 million singles over the age of 40 in the United States opportunities to give back to their communities while meeting one another in a natural, non-threatening environment.

Matches that Matter introduces small, compatible groups of 6 men and 6 women with similar interests to work together on projects at local nonprofit organizations. The group meets together in a series of three meetings (called a *Flight*), the initial awkwardness goes away and relationships more easily bloom.

“Our three years of research that led to the model for Matches that Matter showed us that the needs of the over-40 single are very different from younger singles,” according to Odette Pollar, company Founder. “Traditional ways this group met dating partners when they were in their 20s and 30s are less available today or carry a negative or superficial image, like bars or online profile sites.”

Pollar worked diligently over a three-year period on an ongoing research project to reveal the needs of single people over 40 as they approach dating and finding a meaningful relationship. She ran dozens of gender split focus groups to discuss dating experiences, dating services, and expectations of the over-40 single person. Further interviews with therapists, sociologists, matchmakers and relationship coaches helped to refine the model for understanding how couples create and sustain healthy relationships. She came away from this research with a “rules of the road” for successful dating in the 21st century and founded Matches that Matter.

All Matches That Matter participants have been professionally interviewed and undergone a background check as part of the enrollment and membership process. Everyone in the group has the time, energy and desire to meet like-minded singles. Plus, the nonprofit partner benefits from over 100 hours of volunteer activity with each *Flight* group sent to work on a project.

For additional information, contact Matches that Matter, 510/496-0040 or 888/813-7779. www.matchesthatmatter.com###

FOCUS GROUP OBSERVATIONS: SINGLES OVER 40

- Women tend to go out in groups, men go out individually. Women in groups tend not to open themselves up to the attentions of others when they are socializing in groups. Men are unlikely to break into a group of women to say hello.
- Men, who are alone at a bar, are perceived as either “losers” or “players.”
- Online untruths are common. The most frequent: women lie about their age, men lie about their height and income. Everyone lies about their weight.
- Places like bars – which may have worked in people’s 20’s and 30’s – carry negative connotations for people over 40. Mature professionals, in particular, may have a difficult time meeting other singles as they work long hours and often land in new cities to advance their careers.
- Men make weekend plans a few days in advance, women schedule free time weeks in advance. So when a follow up phone call comes on Thursday for a Saturday night movie, women tend to be otherwise engaged. Men often think women are too busy to date.
- Both men and women are unsure about the new rules of dating – if there are any.
- There are toxic words in the dating arena. Even the word “dating” itself carries heavy baggage. Many people seeing each other refuse to use the word at all.
- Both men and women have removed themselves from the dating scene altogether. Not because they are disinterested in a romantic relationship or companionship but because they are uncomfortable with the available options for meeting.

Online dating services or the lunch/dinner services are less satisfying due to the artificiality of meeting to “check each other out.” With no context, mutual friends or community the online dating scene, in particular, is viewed as artificial. Many women feel uncomfortable with the safety issues inherent with meeting up with “strangers.”

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* Statistics from a brief by the Corporation for National & Community Service (CNCS).



Matches That Matter: Meet new people while volunteering*

- Older volunteers receive the greatest health benefit from volunteering, as compared to younger volunteers.
- Volunteers must meet a “volunteering threshold” to receive health benefits; that definition ranges from 40-100 hours each year, or with at least two organizations.
- Some studies reveal that the best way to prevent poor health is to volunteer, even when controlling for factors like socioeconomic status and previous or chronic illness.
- People who volunteer live longer, and even those with chronic or serious illness receive health benefits beyond what medical care can provide.
- The US Census Bureau and Center for Disease Control has found that states with higher volunteer rates also have lower rates of heart disease and mortality. In general, states with more health issues show lower volunteer rates.

* Statistics from a brief by the Corporation for National & Community Service (CNCS).

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