



# PRESS KIT



## NYC's Hottest New Dating Service Offers More Than Just "Speed"

The launch of NYC's new, premiere dating service, SingleAndTheCity.Com and OnSpeedDating.Com has cracked cupid's code for creating that special connection by recruiting daters with similar interests, backgrounds, preferences and even fetishes. What sets this service apart from the rest is its ability to not only create opportunities by getting you in front of eligible singles in a matter of minutes, but by creating opportunities with people you share interests and commonalities with, making it that much more likely that you'll hit it off.

For an intimate, one-on-one setting, try an OnSpeedDating.Com event where you're guaranteed 10-25, three-minute "dates" in one night. If you really want to play the odds, meet 50 to 500 eligible singles at a cleverly themed SingleAndTheCity.Com party.

## Dating with "Deal-Breakers"

Think about it. Are you more likely to hit it off with someone because they fall within a 28-35 age range, or because they meet your height requirement, enjoy the same past times/hobbies as you and perhaps even share your same political views? We all have relationship "deal-breakers", and that does not make us shallow. We're just single New Yorkers that know what we want. If height is one of your "deal-breakers" and you register for a speed dating event for singles (25-35), you could end up paying top-dollar for an event where you wouldn't be interested in any of the "vertically challenged" daters that fall short of your height requirement.

OnSpeedDating.Com and SingleAndTheCity.Com, a new breed of singles event, delivers quantity *and* quality by offering its more diverse NYC clientele events like "Date a NY Fireman", "Date a Democrat", "Gentlemen Prefer Blondes", "Size Matters" for tall singles, "Hot for Teacher", "Inked" Speed Dating for tattooed singles and "Non-Practicing Jew" night. "What can I say," says Co-Founder Amber Soletti, "a lot of men and women are into and requesting these types of events. We're like Burger King in the sense that we want you to have it your way."



## Love At First Sight, Or More Accurately, In Just Minutes

Chemistry is unpredictable. What we do know is it's usually instant, and it's either there or it's not. Unfortunately, being attracted to someone's on-line picture and perhaps even clicking with them on the phone does not guarantee it will translate to the real thing when you finally meet in person. What's great about OnSpeedDating.Com and SingleAndTheCity.Com events is there's no build-up for weeks via on-line and telephone correspondence leading to the more likely than not, awkward and WAY too long first and last date. Upon initially meeting, if you're not into the person, you no longer need to wait around for the check. Think, you will have "dated"/met as many men/women (15-25) in one night as it would normally take you to meet (with as slow as the on-line scene is and as busy as New Yorkers are), in quite possibly a year! And remember...all it takes is one!

## Love In Recessional Times

Times are tough. Make the limited money and time you have work for you. Rather than investing \$50.00-100.00 and an entire night out on the town with a first-date, only to realize upon initially meeting that it is SO not going to work, try spending your money on a dating activity where the odds are in your favor. NY speed dating and singles parties can easily run you \$39.00 to \$100.00. Despite all of the work that goes into recruiting a specific type of "niche" dater, SingleAndTheCity.Com & OnSpeedDating.Com events, will run you between \$15.00-35.00, leaving you plenty of cash to take your dates out post-event.

## About SingleAndTheCity.Com

SingleAndTheCity.Com is an on-line company that offers singles parties, networking events, speed dating, wine tastings, singles outings, first-date venues, dating advice & much more for Manhattan, Brooklyn, Staten Island, Queens & Bronx singles. "We're living in the singles capital of the world. Our goal is to get you out from behind the computer and in front of as many attractive, eligible, NY singles as possible at some of the hottest venues in the city. We cater to NY's "straight" & gay singles of all ages, backgrounds, interests and even fetishes."

## About OnSpeedDating.Com

OnSpeedDating is an online company offering speed dating events themed around background, interest and fetish for singles in the New York City area. Along with speed dating, they also offer free online dating throughout the United States and Canada via their sister site Kissburg. For membership and event information, visit them at [www.OnSpeedDating.Com](http://www.OnSpeedDating.Com) and [www.Kissburg.Com](http://www.Kissburg.Com).

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## Meet The Minds Behind "OnSpeed Dating" & "SingleAndTheCity"

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### Amber Soletti

Co-Founder and V.P. Marketing, Promotions & Events

Originally from Austin, Texas, Amber has been living the single life in NYC for the past nine years and started Single And The City and On Speed Dating with her partner Carmine in an effort to subsidize her income and dating life.

Amber, a business marketing graduate and professional with over ten years of experience working in the beauty industry for Fortune 500 companies including Aveda and Avon, went from marketing products to marketing people. In the process she has helped many a single New Yorker find "the one". In addition to her companies, Amber has also written many published articles on dating in NYC.

*"I had gone to so many singles events where I had nothing in common with the guys I was meeting", Amber explains. "I thought the concept of speed dating was great in the sense that it increased the odds that you would hit it off with someone, however I still wasn't meeting the guys I wanted to meet. That's when it hit me, speed dating had the quantity aspect covered. If we could just find a way to incorporate the quality portion, by increasing the chance for connection, we could offer something the other services weren't."*



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### Carmine Di Re

Co-Founder and V.P. of Development & Online Marketing

A native New Yorker born and raised in Brooklyn, Carmine Di Re has also done his share of being single in the city. Re-entering the dating scene post-divorce, he was not impressed with the on-line or speed dating scenes inspiring him to create his own service. Carmine’s technical and on-line marketing skills combined with his experience as a single, allowed him to create a fast, fun, safe and comfortable way for singles to meet others with similar interests, live and in person.

Di Re explains, “being single, we have and continue to attend competitive NY speed dating and singles events in order to stay on the pulse of what is happening in the NYC singles world. We are happy to have raised the bar on NY speed dating and love hearing the success stories as well as watching the competition trying to copy what we do so well.”





## In The Press...

“Date A Democrat Night. You may be willing to tolerate a loud-snoring, potty-mouthed, excessively sweating significant other - but if a gun-toting, McCain supporting, Palin loving Republican is a deal-breaker, then this event is for you.”

TIME OUT NEW YORK, JAN. 8-24, 2008



SingleAndTheCity.Com & OnSpeedDating.Com have been mentioned and/or featured in The New York Times, Time Out New York Magazine, the New York Post and International publications such as Japan's Aera English and More Magazine from the UK.



On Speed Dating also been featured on the Fine Living Network's Wingman series and Paris Premiere, a French TV station airing a series of documentaries on love and sexuality around the world.





## **FACT SHEET**

### What is it?

OnSpeedDating.Com, a new breed of speed dating event started in September 2008 creates that "special connection" by recruiting daters with similar interests, backgrounds, preferences and even fetishes. What sets this service apart from the rest is its ability to not only create opportunities by getting you in front of eligible singles in a matter of minutes, but by creating opportunities with people you share interests and commonalities with, making it that much more likely that you'll hit it off.

### How it works.

To start the event, singles are seated at a numbered table with their first "date" of the night. The official start bell rings and daters have approximately 3-4 minutes to get to know each other.

- At each table there is a pen and "dating pamphlet" for daters to write down each others names and any information or details that will help them remember their 10-25 "dates" i.e "Alexa from Texas", "Carrie - hot blonde".
- After 3 minutes, a bell will ring signaling the end of the date. At this time, the women will stay seated and the men will rotate to the next table. This obviously varies for gay and lesbian events.
- Half-way through the event there is a 15-minute intermission. During this time, singles can grab a drink at the bar and/or catch up with anyone they're already interested in. After the intermission, the speed dating reconvenes until all daters have met.
- Daters were instructed to NOT ask people for their contact information at the beginning of the event. All follow-ups are handled in the safety and privacy of their home. Daters simply log-on to [www.OnSpeedDating.Com](http://www.OnSpeedDating.Com) and check off any event attendees they would like to see again. Contact information (email address) is only shared if daters mutually select each other as a "match".
- **How to participate.** Simply register at [www.OnSpeedDating.Com](http://www.OnSpeedDating.Com) for an event you are interested in attending. Event prices vary from \$25.00-\$35.00 depending on the event. The service guarantees that you will go on at least "ten dates" and receive at least "1 match" or you may attend another event free of charge. Events take place at local bars and lounges in NYC.



## OnSpeedDating.Com Menu of Events



**"Asian Persuasion" Night**  
For Asian women & the men that LOVE them.



**"Playing With Fire"**  
Date a NY Fireman.



**"Afro-desiac" Night**  
For African-American men & the women that LOVE them.



**"Cougar/Boy Toy" Night**  
Can't find a good man?  
Raise one.  
For men 21-30 & women 35-50.



**"Fitness Singles"**  
For fit, active, athletic singles.



**"INKED" Speed Dating**  
For singles that have and/or are "into" tattoos.



**"Non-practicing" Jew Night**  
We're in it for the matzo ball soup!



**"HUNG" Night**  
For women seeking a BIG package (7"+).



**"Law & Order" Night**  
For cops, lawyers & the women that LOVE them.



**"Femme for Femme"**  
For sexy, single "lipstick" lesbian & bi-sexual women.



**"Beauty & The Geek"**  
For self-proclaimed "nerds" & the women that LOVE them.



**"Gay Jock" Night**  
For sport-lovin', athletic, masculine men.



**"Nurse Betty" Night**  
For single nurses and/or EMT & the men that LOVE them.



**"STACKED" Night**  
For "breast-of-intentioned" men & the busty women they LOVE.



**"HOT or NOT" Speed dating**  
Know before you go. Daters must be pre-approved with photo.



## OnSpeedDating.Com Menu of Events



**"Jewish Boy's" Night**  
Where the meat is kosher & cut to your specifications!  
Mazetop!



**"Asian Persuasion" Night**  
For Asian men and the men that LOVE them.



**"Date A Kitten"**  
For younger women (21-30) and older men (35-50)



**"Mr. Right Now" Night**  
Life is short and you're not getting any younger.  
Find your next great fling.



**"Sports Fanatics"**  
For men & women who are totally into sports.



**"FINANCE-ista" Night**  
For men in Finance and women working in Beauty, Fashion, Law & Journalism.



**"Have Passport Will Travel"**  
Speed dating for "worldly singles"



**"Gentlemen Prefer Blondes"**  
For blonde women & the men that LOVE them.



**"MORE to LOVE"**  
For full-figured women & the men that LOVE them.



**"HOT for TEACHER"**  
Their only lesson plan is getting to know you.  
For female teachers & the men that LOVE them.



**"Wing Woman" Night**  
Find your new BFF.  
Speed "networking" for single women.



**"Rock of Love"**  
For guys in the band & the women that LOVE them.



**"Single Parent" Night**  
No disclaimers needed.



**"NEW to NYC"**  
For singles NOT from NYC.



**"Date a Democrat"**  
CHANGE your love life.



# OnSpeedDating.com Survival Tips

## DO's

1. Attend an event that offers 3-5 minute dates
2. Adhere to the recommended age range and event descriptions
3. Show up a little early
4. Go into it with an open mind. You may meet the one who introduces you to "the one"
5. Write your date's name down when you first meet them
6. Breathe friendly (have gum and/or mints handy)
7. Make sure you have a good, firm, solid handshake
8. Offer to buy someone you're interested in a drink

## DONT'S

1. Drink too much
2. Sit down at your "table" prior to an event starting
3. Sit by someone you already know
4. Make it feel like a job interview
5. Continue to "date" once the bell has sounded
6. Dominate the conversation
7. Ask for someone else's digits at the event
8. Click someone as a "match" post-event if you have no intention of seeing them again

### "DESPERATE TIMES CALL FOR DESPERATE MEASURES"

If you didn't follow my tip about not going to an event where the dates are longer than five minutes and you find yourself on a painfully long date, I would suggest an urgent, couldn't be avoided, bathroom break might be in order. Do not use this tactic too often, make it sound convincing and time it appropriately so you're back just in time for your date with the hot guy or girl seated next to them.



## FACT SHEET

### What is it?

Introduced in January 2009, SingleAndTheCity.Com hosts "themed" singles parties, where daters are recruited based on interest, background, and fetish, making it that much more likely that they'll hit it off. Meeting "the one" is a numbers game. As single New Yorkers, living in the singles capital of the world, the goal is to get you out from behind the computer and in front of as many eligible singles as possible.

### How it works.

Party size varies anywhere from approximately 50 to 500 singles depending on the venue and theme. Expect an even ratio of single men and women. Upon checking in at the party, all attendees receive a "name tag" and are given a rundown of the night's "ice breaker and/or activities". Designed to be a catalyst for conversation, the "ice breakers" help ensure that singles are comfortable approaching and talking with one another during the event.

In addition to various "ice breakers" and activities, party hosts walk around and make introductions. Attendees are recipients of drink specials and unlimited lollypops. SingleAndTheCity, as Cher from Clueless believes "anything you can do to draw attention to your mouth is good". Mingling, dancing, drinking, networking and hopefully meeting "the one" or the one that will introduce you to "the one" are what the parties are all about.

Attendees are asked to add AMBER GUESA aka SingleAndTheCity as a Facebook friend where they can check out party pictures and contact other party attendees they may be interested in seeing again.

### How to participate.

Simply register at [www.SingleAndTheCity.Com](http://www.SingleAndTheCity.Com) for an event you are interested in attending. Event prices vary from \$15.00-\$35.00 depending on the theme. Events take place at local NYC bar, lounges and clubs.

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## SingleAndTheCity.Com Menu of Events



**Cougar/Boy Toy Hunt**  
For men 21-30 &  
women 35-50.



**"Rescue Me"**  
Fireman Party  
Snag your very own  
hero at this singles  
soiree.



**"FINANCE-ista"**  
Singles Mixer  
For men in Finance and  
women in Beauty,  
fashion, journalism & law.



**"I Love The 70's"**  
Unlucky in love? They  
say *'timing is everything'*,  
so take a trip with us  
back to the 70's.



**"Size Matters"**  
For TALL singles, because  
you can't teach height.  
Men 6'0"+ & women  
5'7"+



**"Karaoke Lovers"**  
Singles Party  
Be bold and ask for the  
duet.



**"Come Undone"**  
Lingerie Singles Party  
Check your clothes and  
inhibitions at the door.



**New Year's Eve**  
Ring in the new year  
with a new love (or a  
*really good bang*).



**Singles Mingle**  
V-Day Soiree  
Find your next "great  
love" or "fling".



**"HOT or NOT"**  
Singles Party  
Know before you go.  
Daters must be pre-  
approved with photo.