

# THE MILLIONAIRE MATCHMAKER



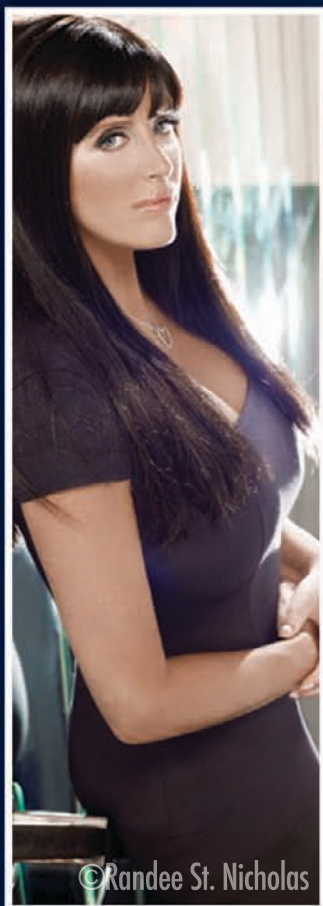
THE PROFIT OF LOVE.

**Bravo**

watch  
what  
happens

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# Patti Stanger



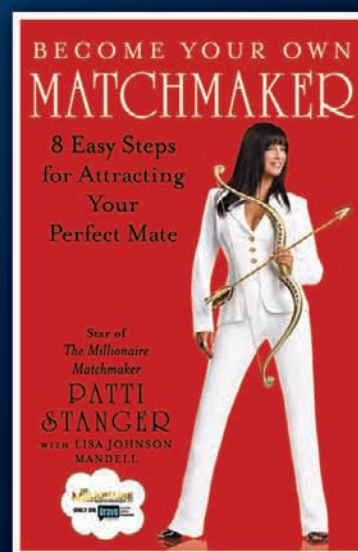
Patti Stanger is the star and executive producer of her own television show, the wildly successful "The Millionaire Matchmaker", on Bravo. In its first season, the show accumulated record breaking viewership and captured a worldwide following for Patti. The Millionaire Matchmaker has instigated requests for her to appear on almost every major talk, news and entertainment show on television, radio and the internet. Known for her straight forward approach and razor sharp wit and tongue, Patti has been featured in countless magazines, newspapers and blogs. She is also the author of the bestselling book, "Become Your Own Matchmaker", released by Simon and Schuster, which has not only achieved incredible audio and download sales, but has entered into its third printing. She is the host of the wildly popular XM Radio show "P.S. I Love You" on XM PINK 24 and MIX XM 22, has started a general market dating website called PSXOXO.com with the Spark Network and is producing a new DVD for Lionsgate called "Finding Love" for release in 2011. The fourth season of Millionaire Matchmaker premieres in late 2010.

This year Patti embarked on two of her most successful campaigns - the 1800Flowers Love Coach and spokesperson for SENSE WEIGHTLOSS. Through her relationship with 1800Flowers, Patti developed her own line of bouquets that are featured daily on the 1800Flowers site (7 million uniques a month). Five (5) categories from Friendship to Commitment each come with Patti's recommendations for the perfect arrangement. To date, Patti accounts for 25% of the traffic to the 1800Flowers website. For SENSE, Patti has gone on a nationwide press tour, contributing her weight loss to the brand and increasing its awareness and revenue drastically. She has appeared in all of their infomercials, internet advertising and has hosted all of their major events.

Patti had been receiving worldwide kudos long before her show aired and her book was published. A third generation matchmaker, she founded the Millionaire's Club in January of 2000 after serving five years as the Director of Marketing/Special Events for Great Expectations (the oldest and largest dating service in the U.S.) and working for ten years in the fashion industry for such well-known companies as Union Bay Sportswear, JouJou Jeans and Saks Fifth Avenue. Patti has dealt with thousands of couples, and helped them find their true loves. Top celebrities and professional athletes, as well as Fortune 500 business moguls and the guys next door have put diamond rings on the fingers of Patti's female clients.

Her successful matchmaking efforts have been featured on Ellen, Kimmel, The Tyra Banks Shows, The View, The Joy Behar Show (as a guest host), The Today Show, Dr. Phil, Extra, Access Hollywood, Entertainment Tonight, NBC News, as well as numerous television shows on such networks as NBC, ABC, CBS, FOX, MTV, E!, Oxygen, Telemundo, and CNN. She has also been featured in People, Rachel Ray, Marie Claire, Elle, Allure, Dwell, Forbes, US Weekly, In Touch, Life & Style, Entertainment Weekly, OK!, Penthouse, Jewish Journal, Woman's Own, Los Angeles Magazine, National Enquirer, Washington Post, The LA Times, The New York Times, as well as hundreds of other publications and newspapers.

Patti is known as a "Matchmaker's Matchmaker," and is often sought out for advice by other matchmaking professionals. Her Millionaire's Club is the original matchmaking/consultation service that allows women to join for free, while charging men \$40,000 to \$150,000 per year. Her format has been copied by many other organizations, but none have equaled Patti's extraordinary success.



# Stats

## HOW LARGE IS THE SINGLES MARKET?

The single's market is one of the fastest growing in the United States with over \$1.6 billion dollars earned in the matchmaking and dating services industry. Romance has finally become big business. Dating and matchmaking services both on and off the Web have skyrocketed in popularity since 9-11, and divorce, annulments and separations are on the rise across the country and around the world. According to the U.S. Census Bureau, there are over 110 million single adults in the United States alone (1.2 single male millionaires)—and that number is expected to grow by 10 million over the next six years. THAT'S A LOT OF BUYING POWER!

## MILLIONAIRE MATCHMAKER: BRAVO POSTS BEST QUARTER EVER

NEW YORK March 27, 2008

"Bravo again broke network ratings records in prime to deliver the highest quarter ever in the key adult 18-49 demo and in total viewers, according to Nielsen Media Research. Propelled by the success of Bravo's Emmy nominated series "Top Chef" and "Project Runway," as well as the freshman hit series "Make Me A Supermodel," "The Millionaire Matchmaker" and "The Real Housewives of New York City," the network continues its momentum, marking a phenomenal ten consecutive quarters of year-over-year growth among adults 18-49 and eight consecutive quarters of year-over-year growth among total viewers. With explosive growth over first quarter 2007, Bravo is up 38 percent among adults 18-49 and up 30 percent among total viewers, and achieved the youngest-skewing quarter ever in primetime with a median age of 40."

"Where it takes at least two to three seasons to break a million viewers on a basic cable network show, The Millionaire Matchmaker broke the one million mark in its first season!"





## PATTI STANGER TAKES A BITE OUT OF THE BIG APPLE AS BRAVO'S "THE MILLIONAIRE MATCHMAKER" SEASON FOUR RETURNS ON TUESDAY, OCTOBER 19 AT 9PM ET/PT

BURBANK, CA – September 14, 2010 – Cupid has a new zip code as Patti Stanger brings her matchmaking expertise to the east coast when Bravo's hit docu-series "The Millionaire Matchmaker" returns on Tuesday, October 19th at 9pm ET/PT. After receiving countless pleas for help, Patti finally relocates to New York City for the fourth season in hopes of rescuing the dating impaired. Holding nothing back, she uses a few new tricks including a spy camera, lie detector test and hiring a make-up specialist from "Saturday Night Live." However, finding love in the city that never sleeps turns out to be more difficult than expected.

In each episode, two wealthy clients are set up with dates hand-picked by Patti. From Wall Street to beach bum, this season introduces the most over-the-top and challenging millionaires yet including Judith Regan, the queen of all media, Freddie Mitchell, ex-wide receiver for the Philadelphia Eagles, and Albie and Chris Manzo, the sons of Caroline from Bravo's "The Real Housewives of New Jersey." Patti and her determined staff including Chief Operating Officer Destin Pfaff, and newly promoted Rachel Federoff, now the VP of Matching, give their millionaire clients complete transformations with the help of personal shoppers, date coaches and therapists.

With a bestselling book under her belt and host of her own radio advice show, Stanger's business continues to flourish. Known for navigating her business dealings with intense passion, Stanger may not be everyone's cup of tea, but for those that do turn to her for help in the love department, she gives them nothing less than her heart and soul in a sincere quest to find them their perfect match. An experienced third-generation matchmaker, Stanger founded her company Millionaire's Club in January 2000. Previously, Stanger was the Director of Marketing for Great Expectations, one of the oldest dating services in the United States. Her bluntness continues to garner her infamy – but no one can deny that Stanger has one of the biggest hearts in the matchmaking field.

Intuitive Entertainment and Bayonne Entertainment, Inc. produce the series for Bravo. Kevin Dill, Mechelle Collins, Kathryn Vaughan and Rob Lee serve as executive producers.

Bravo is a program service of NBC Universal Cable Entertainment, a division of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Bravo has been an NBC Universal cable network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information, visit [www.BravoTV.com](http://www.BravoTV.com). Follow us on Twitter at <https://twitter.com/BravoPR>.



## PREMIERE RADIO NETWORKS DEBUTES SATELLITE RADIO SPECIAL HOSTED BY MILLIONAIRE MATCHMAKER PATTI STANGER

LOS ANGELES, April 17, 2009 - Premiere Radio Networks announced today that beginning April 19, "Millionaire Matchmaker" Patti Stanger will host a live, four-week-long call in special entitled P.S. I Love You. Airing Sundays, from 6 - 8 p.m. ET/3 - 5 p.m. PT on The Pink Channel (XM Channel 24) and Mix (XM Channel 22), Stanger will deliver her honest, no-holds-barred answers to questions from callers about dating and relationships. With more than 20 years experience as a successful matchmaker, she'll help callers navigate the path to finding their perfect match.

Patti Stanger is star and executive producer of Bravo TV's The Millionaire Matchmaker. In its first season, the program accumulated record-breaking viewership and captured a worldwide following. In February of 2009, the program kicked off its second season and Stanger also released a book, Become Your Own MatchMaker: 8 Easy Steps for Attracting your Perfect Mate. In addition, she's the founder of Millionaire's Club, an elite matchmaking service, and has been featured on countless TV shows and in publications around the world. For more information about "The Millionaire Matchmaker," please visit [www.millionairesclub123.com](http://www.millionairesclub123.com).

Premiere Radio Networks, Inc., a subsidiary of Clear Channel Communications, syndicates 90 radio programs and services to more than 5,000 radio affiliations and reaches over 190 million listeners weekly. Premiere Radio is the number one radio network in the country and features the following personalities: Rush Limbaugh, Jim Rome, Casey Kasem, Ryan Seacrest, Glenn Beck, Bob & Tom, Delilah, Steve Harvey, Blair Garner, George Noory, John Boy and Billy, Big Tigger, Dr. Dean Edell, Sean Hannity and others. Premiere is based in Sherman Oaks, California, with 13 offices nationwide.

ONLY ON  
((XM))  
RADIO

**P.S.  
I Love You**

CALL IN! Thursdays on PINK 24  
and MIX 22 at 4PM PT

Bravo's Millionaire Matchmaker  
**PATTI STANGER** 1-800-449-8686

# BECOME YOUR OWN MATCHMAKER

## 8 Easy Steps for Attracting Your Perfect Mate

By Patti Stanger with Lisa Johnson Mandell

**Bravo TV's The Millionaire Matchmaker Reveals Her Matchmaking Secrets  
to Help Women Everywhere Find the Man of Their Dreams**



"I'm going to let you in on my dirty little secret. Ready? Here it goes: I hate dating," writes Stanger. "I would rather sit through ten hours of simultaneous electrolysis, liposuction and bikini waxing than go on a first, second or third date. Believe me, no one hates dating more than I do." Patti Stanger from **BECOME YOUR OWN MATCHMAKER**

We've all been there. The dreaded first date. On one hand, we're excited about the possibilities: love, possibly marriage, resulting in the proverbial "the one." Or, it could end in disaster: the games and potentially having to face the "he's just not that into you" moment. Regardless, most of us desire an intimate partner. Patti Stanger, whom many know as The Millionaire Matchmaker, says quite bluntly, meeting your desired mate doesn't have to be that hard and a match made in dating heaven is indeed possible for us all. In her new book, **BECOME YOUR OWN MATCHMAKER: Eight Easy Steps for Attracting Your Perfect Mate** (Atria Books; January 2009; 1-4165-5994-9; \$25.00), Stanger offers an honest, in-your-face, no holds barred, easy to follow map to finding true love and friendship. Although Stanger is most known as a matchmaker for millionaires, **BECOME YOUR OWN MATCHMAKER** will prove a valuable guide for all women - never before married, as well as divorcees seeking to date again - who truly want to meet and marry the man of her dreams. Think of this book as your own personal dating boot camp.

Stanger certainly knows her craft, given her long and successful history as a premium matchmaker for more than twenty years and now as the host of one of Bravo Network's most successful shows ever. Millions of fans watch both the show and visit [BravoTV.com](http://BravoTV.com) (over 40 million page views as of earlier this year) to glean tips for use in their own dating experience.

In **BECOME YOUR OWN MATCHMAKER**, Stanger outlines eight practical steps to finding - and keeping - Mr. Right:

- Step One: Dating Detox - "It's not about men, not about friends or family, it's not about pleasing anyone else - you purely focus on pleasing yourself...Don't even think about going out on a date."
- Step Two: Mirror, Mirror - "I hate to say it, but with men, it's all about the packaging - one look is all it takes for them to decide if you're a keeper, or if you should be tossed back. This may sound crude, but they're measuring your 'fuckability factor.'"
- Step Three: Make Your Own Matchmaking Map - "To make the best use of your time and effort, it's helpful to know where the single men congregate, both nationally and locally...You'll also need to know where your competition is the hottest so you can avoid those places. Who wants to compete against nubile, 24-year-old hotties, unless, of course, you're a nubile, 24-year-old hottie?"
- Step Four: Qualifying the Buyer - "So many girls stand on the sidelines, passively waiting to be picked. Wrong tactic!...Smart women assess the potential buyer as quickly as possible, not wasting any more time than is needed, before they get wrapped up in someone who can't possibly afford what they have to offer."

- Step Five: Adventures in Dating – Gather as much Dating Data as possible. “What is Dating Data? It’s all the new information you obtain as a result of going out on dates...your date is going to give you something precious no matter what he’s like...You go to a place that you love with the wrong guy, then you use the invaluable information you gather there with the right guy, and you create a better memory.”
- Step Six: First Days of Infatuation – “The goal of the first 90 days is to either become involved in an exclusive relationship, or to decide that he is absolutely not ‘The One.’” Familiarize yourself with the four phases of a relationship in order to gain perspective on where your relationship may or may not be headed: honeymoon; discern and decide; negotiation to engagement; engagement.
- Step Seven: Relationship Reality Check – “This is when you get to ask yourself, ‘Can I live with all his crap?’ (literally)...If he has habits that annoy you, you probably have habits that annoy him, too...During this phase, you learn to live with each other’s minor physical annoyances, and you learn to be grateful to each other for doing so.”
- Step Eight: Negotiating the Ring – “It’s ‘do or die’ time. You’ve known each other for three or four seasons, and if you’re not sure by now that you could be a lasting couple, you probably never will be...If you haven’t at least mentioned or discussed marriage at this point, you’re wasting your valuable time...For those of you who are not interested in marriage, but are comfortable in a relationship without legal bonds, just put yourself on autopilot and cruise...Make sure you and your guy are on the same page and want the same things. This way everyone wins.”

BECOME YOUR OWN MATCHMAKER is peppered with additional sage advice, complete with funny, insightful anecdotes:

- The cities which provide better odds for meeting men (i.e., Seattle, Phoenix, San Diego and Dallas-Fort Worth) and which cities to avoid (New York/Northern New Jersey, Memphis, Atlanta, Philadelphia and Washington DC)
- The Five Second Flirt (“Catch his eye, hold his gaze for five full seconds, while offering your radiant smile, a flip of your hair and then turn away”) Women over 40 (consider dating 10-15 years older because 50+ year old men tend to be more financially and socially secure)
- Men who are “Red Lights” and Stanger advises to “consider moving on” should he cross your path - from Peter the Plotter (“He’s all about comparison shopping, and he takes for freaking ever to make up his mind”) to Frugal Freddy (cheapskate) to Wally the Wounded (his wounds are too fresh, give him a few months to heal)
- Dating do’s and don’ts (especially during the first few dates) - Never talk about topics such as your own adventures in dating, your ex, money, health problems, religion, politics, your diet, sex, your children, business
- A section devoted to Stanger’s tried and true Ten Commandments of Dating (“Break them at your own peril”)

“If you learn anything from this book, I want you to remember that you have the power to attract Mr. Right For You at any moment,” writes Stanger. “Don’t listen to the other men who say you’re not pretty enough, skinny enough, smart enough or rich enough, because you ARE! You are perfect for the man of your dreams. The men who find you lacking are just not right for you.”

Patti Stanger is available for interviews. Please contact Yona Deshommes to arrange or for more information at 212-698-7566 or [yona.deshommes@simonandschuster.com](mailto:yona.deshommes@simonandschuster.com).

**BECOME YOUR OWN MATCHMAKER:**  
 Eight Easy Steps for Attracting Your Perfect Mate  
 By Patti Stanger with Lisa Johnson Mandell  
 January 2009  
 Atria Books  
 1-4165-5994-9  
 \$25.00



**THE NEW BOOK  
 FROM THE  
 MILLIONAIRE  
 MATCHMAKER!**

Make all your  
 relationship  
 dreams  
 come true!



# Forbes Woman

## 20 Best-Branded Women On Twitter

By Kris Ruby

When it comes to marketing a personal brand on Twitter, these women have what it takes.



This list of "best-branded" women on Twitter comprises travel experts, political bloggers, former models, social media gurus to happiness experts and TV producers. Despite their disparate backgrounds, all have one primary thing in common: They utilize social media to help promote their brand as well as a larger cause and always "give back" to the Twitter community.

Best-branded encompasses a lot more than Twitter follower numbers, it means creating a cohesive brand identity across multiple platforms. The women chosen have used Twitter to branch out and create either new brands or further their original brand through new media with thought-provoking comments, original content creation, inspiring tweets and compelling backgrounds.

**@adventuregirl:** Stefanie Michaels, or Adventure Girl as she is known on and offline, became popular for giving honest travel advice. She has been featured from [Vanity Fair](#) to Fox News for her travel advice. Alongside her blog, her book, *Adventure Girl's Guide to Adventure Travel...without Breaking a Nail*, and giving advice from *Vanity Fair* to Fox News, she is definitely who you would want to go on an adventure with.

**@Pistachio:** The writer of *Twitter for Dummies* and CEO/Founder of [OneForty.com](#), Laura Fitton knows what does and does not work on the site. With over 55,000 Twitter followers, her advice on all things related to Twitter has led

**@Pattistanger:** Stanger's business, which centers around helping millionaires find love, has quickly catapulted her to success through her Bravo TV show and various social media profiles. Patti gives followers love advice, tips, and her personal opinion, as well what she is doing daily. Her dating tweets are often helpful and valuable to her followers looking to find true love.

**@Justine:** Lifestaster and Internet personality Justine Ezarik gained Web popularity with her Lifestasting videos and her now infamous 300-page iPhone bill. Now with over 1 million Twitter followers, users are still checking in to see Justine's video parodies, her daily thoughts as well as her lifestasting videos.

**@MarketingProfs:** [Advertising Age](#) and [The Huffington Post](#) have recognized Ann Handley, the chief content officer for [MarketingProfs.com](#), for her writing on business marketing through online and social media. She supplies her Twitter fans with up-to-the-minute social media related news and Web 2.0 posts!

**@Techmama:** Beth Blecherman, the founder of [techmamas.com](#) and whose website was chosen as one of the 100 best websites for women by Forbes, became famous by being a mom tech blogger. She is also influential on Twitter as well, where she provides premiere technology information for her readers.

**@JuliaRoy:** She has been one of ForbesWoman's 14 Power Women to Follow on [Twitter](#), named one of America's Tweethearts by *Vanity Fair*, a Top Twitter User and one of Top 30 Under 30 Tweepers. Alongside that impressive list, she is currently the senior manager of New Media at **Coach Inc.** ( [COH - news - people](#) ), she also has worked at Schnieder Associates and Undercurrent. Check out her site at [juliaroy.com](#)

**@BrandYou:** Cindy Ratzlaff's impressive resume includes being a social media strategist, a passionate brand evangelist, an author and an award winning publishing executive. She has also been named one of *ForbesWoman's* 30 Women Entrepreneurs to Follow on Twitter (LINK: <http://www.forbes.com/2009/11/24/twitter-forbeswoman-views-forbes-woman-entrepreneurs-natalie-macneil.html>). She currently gives advice on brand marketing as well as developing marketing and publicity campaigns for *New York Times* bestselling books.

**@DonnaAntoniadis:** Antoniadis is a digital, mobile and social media leader. She is the cofounder of [ShesConnected.com](#), the first dual-profile social networking sit for women. Created for busy women, [ShesConnected](#) allows women to connect with other women in personal and professional areas.

# FEATURED ARTICLES







## POINT OF NOTE

### My Job Is a Labor of Love

...ought I'd get to California and become [movie mogul] Jerry Lansing," says Patti Stanger, B.F.A. '83. But it wasn't 7, after years of matching ... res with potential life- ... at the screenwriting major ... mall screen in a big way, ... er own reality series. ... ar of Bravo TV's *The ... re Matchmaker* is a familiar ... ans of the "docu-soap," as ... it. Season one focused on ... ooting Stanger steering ... often difficult men to the women of their dreams. With ... wo, which premiered February 12, "You're going to see a lot ... art," she says. "It's a terrible, terrible situation with the ... , and nobody wants to see millionaires flaunting it." ... gh it's hard to imagine the fast-talking entrepreneur as ... anything but an overnight sensation, Stanger had many careers ... before her current incarnation as celebrity matchmaker. Those ...



## patti stanger

CEO OF MILLIONAIRES CLUB & REALITY STAR, MILLIONAIRE MATCH-MAKER (BRAVO)

**DESCRIBE YOURSELF IN 3 WORDS:**  
I am intuitive, energetic and spiritual.

**WHO IN YOUR FAMILY ARE YOU CLOSEST WITH?**  
I am closest with my mother because she has taught me everything I know.

**HOW WOULD YOU DEFINE YOUR EVERYDAY STYLE?**  
My everyday style is blue jeans and a t-shirt.

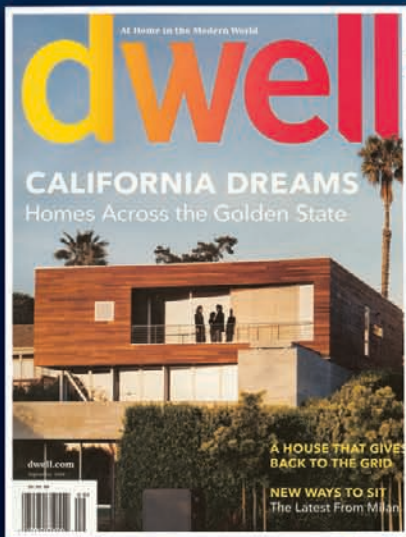
**NOW WOULD YOU DEFINE YOUR RED CARPET STYLE?**  
I love to get dressed up. I love a lace, fitted dress that hugs my curves and who doesn't love a fabulous pair of heels!

**HOW DO YOU WANT TO BE REMEMBERED ONCE YOU'RE RETIRED?**  
I want to be remembered as a person that did a service for women all over the world.

**PATTI'S UPCOMING APPEARANCE IN 3U:**  
Watch for Patti's next career move in a form less of 3U.

**HER WEBSITE:**  
[www.millionairesclub421.com](http://www.millionairesclub421.com)

**WHERE TO LOOK FOR PATTI NEXT:**  
Look for Patti to reveal next Millionaire Matchmaker airing in January of 2009 on Bravo. And pick up her book, "Become Your Own Matchmaker", at [www.pattistanger.com](http://www.pattistanger.com).



**By Bruce Mau Design for Knoll**  
Available in many colors including the Millennium fabric, the dark fabric comes in 10' x 10' or 14' x 14' for \$4,750. \$4,750 a settee.

**Knoll Settee** is made of the Millennium fabric, a 100% wool fabric with a subtle, organic pattern. The fabric is available in many colors, including the dark fabric shown here. The settee is made of high-quality materials and is designed to be both functional and stylish. It is perfect for living rooms, bedrooms, or any other space where you want to add a touch of modern elegance.

**What the Mau:** Bruce Mau Design is a leading design firm that has created many iconic products for Knoll. The Knoll Settee is a prime example of their innovative and functional design. The settee is made of high-quality materials and is designed to be both functional and stylish. It is perfect for living rooms, bedrooms, or any other space where you want to add a touch of modern elegance.

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THE OFFICIAL FANSITE OF MILLIONAIRE MATCHMAKER PATTI STANGER  
**WWW.PATTISTANGER.NET**

