



www.whatwomenwant-tv.com

NEWS RELEASE

## **whatwomenwant-tv.com beta launches!**

**London. 1 July 2008.** Today is the launch of whatwomenwant-tv.com, the world's premier online video entertainment site dedicated to offering viewers informal tips and advice about dating.

Founded by Richard Lipman, whatwomenwant-tv.com fills a critical gap in the online video entertainment arena. According to government statistics and studies the number of single people in the UK, Europe and USA is dramatically growing reaching well over one million people.

"People are looking for increased specialisation and niche topics in their online TV experience," said Richard Lipman, founder of whatwomenwant-tv.com. "With whatwomenwant-tv.com, we've married that consumer desire and the lifestyle industries need to communicate with a community."

whatwomenwant-tv.com is one of the first online video content providers offering viewers informal tips and advice about dating. whatwomenwant-tv.com can be accessed with a broadband Internet connection and offers near broadcast-quality content to viewers for free.

"We've received positive and constructive feedback from our early testers and are now at a stage where we're ready to reveal our true brand," said Richard Lipman. "The whatwomenwant-tv.com brand has global appeal, embodies fun and energy, and will come to define real life informal video stories about what women want in men."



[www.whatwomenwant-tv.com](http://www.whatwomenwant-tv.com)

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**About whatwomenwant-tv.com**

whatwomenwant-tv.com is the world's premier online video entertainment site dedicated to offering viewers informal tips and advice about dating.

To learn more about whatwomenwant-tv.com, visit [www.whatwomenwant-tv.com](http://www.whatwomenwant-tv.com)

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