

DATINGCONFIDENTIAL

SPRING 2011



Get your flirt on...

Hey, forget match.com ... find me someone to monopolize my time

By: Amy Andersen

I have to 2011 has been off to an exceptional and fast paced start! Remarkably, it is already March and we are only now getting to our first newsletter of the year. We have gotten just a little bit side tracked with matchmaking and also with following the excitement of some of our already happy couples who are talking openly about getting engaged this year and (for those already married) having second babies!

The surge of excitement continued on Valentine's Day when journalist Bruce Newman of The San Jose Mercury News gave us center stage on the front page on February 14th! Thank

you to Bruce for his creativity and professionalism. If you haven't check out the story, [click here](#) and enjoy.

I am so elated to report that Linx Dating has seriously kicked into even higher gear at this stage in the game and sets the bar very high for dating in the Bay Area and beyond. We work with, hands down, "the best" and continue to see demand not only from a young generation of recent Stanford grads, as one example, but also from a couple of generations beyond - i.e. individuals in their late 50's.

It really goes to show that dating in 2011 can be extremely challenging and finding a suitable

like-minded match, at times, seems impossible. I hear from clients all the time that they love their friends dearly but most of their friends who attempt to set them up, never truly know about their 'type.' "*She's so pretty....he's so handsome and successful*" can be real hit or miss introductions. Beyond this, online dating is a total crapshoot and the bar scene is something fulfilling when you are in your early 20's.

Matchmaking through Linx is a rigorous process that no other matchmaker even approximates. It is really about getting to know each and every client - often on a very deep level through multiple interactions - and it is a relation



LINX DATING

monopolize (cont.)

interactions - and it is a relationship built on trust throughout the clients' 24 months of being part of the network. Trust that the client is placing in the method and matchmaker, and trust that Linx puts on the client that he or she will best represent this offline network when out there dating.

This newsletter is about keeping things pretty simple here. The focus is on two prominent VIP clients of Linx (both happen to be male but that is no indication that we do not represent a fair number of female VIPs and should you be interested in receiving premier placement in our summer newsletter, contact me directly) and determining if you, the audience, feels that you are either an excellent fit or you might know someone who is the perfect candidate. In addition to these VIP descriptions and the opportunity that follows to potentially meet them, we would love for you the **Save the Date for June 8th**...that is our next Link & Drink networking event. The location is TBD but it will definitely be in the warmer temps of the Peninsula - so count on Palo Alto or Menlo Park and make sure to be there, it's going to be incredibly festive!



We are always looking for your referrals to your high caliber professional friends who might qualify to join the Linx network and are constantly recruiting talent. Here is just a sampling of some types of clients for whom we are actively looking. Beyond these descriptions, if you are an extraordinary individual or you have a friend who is, please email me personally and share why you or your friend is in a special category. My email is: amy@linxdating.com. As a Thank

You, if you become a premium * client, I will personally discount you \$500.00 off your membership or if you refer a friend who becomes a premium client, will offer you a reward of \$500.00. This offer lasts through May 31st.

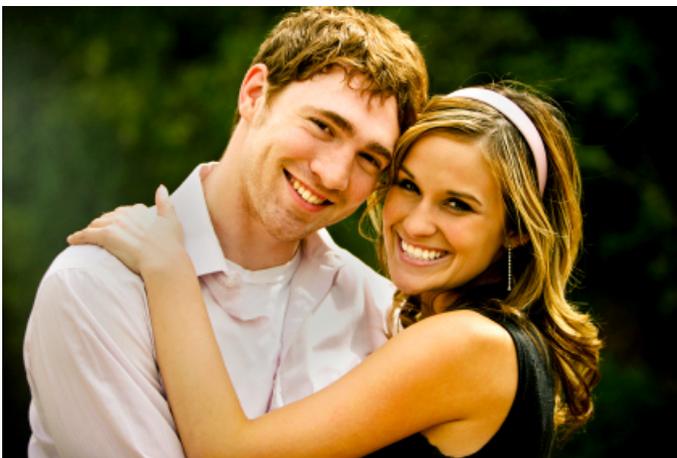
Warmly and with my most sincerest appreciation,

Amy Andersen
 Founder & CEO
 Linx Dating LLC



* Premium refers to clients who sign up with our basic "Silver" membership at a minimum. This offer is not good for individuals who participate to meet our VIP clients through what we call a "non-client" membership program. Regardless of the price or complexity of the type of membership (again, meaning "Silver" membership or above), that discount and/or "thank you" payment will be capped at \$500.00. Should you become a client, the \$500.00 discount will be reduced from your membership immediately and should you refer a friend who becomes a client, the \$500.00 thank you will be issued in the form of a check within 2 weeks of your friend becoming a client. You may refer as many friends as you wish, although we cannot guarantee that they become clients. Details for the types of clients with whom we work can be found here.

SAVE THE DATE: Link & Drink, June 8th! Location TBD



It's all about the VIPs ...

What is a Linx VIP? A VIP client of Linx is someone who is extremely focused in his or her search to find the perfect match. He or she is an individual that wants to exercise as many matchmaking options as possible and not necessarily just be limited to the current roster of other Linx clients. Additionally, the VIP has no interest in going online to search for love and time is a precious commodity. The VIP is a discerning client that wants his or her matchmaker to be thinking about him or her 24/7, constantly on the hunt, everywhere she goes. Often with VIP searches we feature a handful of short VIP descriptions in the Linx newsletters, with the hope that many of you will email me and say 'I think I or my friend qualify(ies), here is why!'

For this newsletter, I am only featuring two gentlemen. These guys are seriously good guys, genuine in each and every way, and not only have I gotten to know them very well over the course of meetings at my office in Palo Alto, but also through dinners that include my "other half" - my husband Alex - who aids in many of the high-level searches for our select VIPs who like a guy's perspective too!

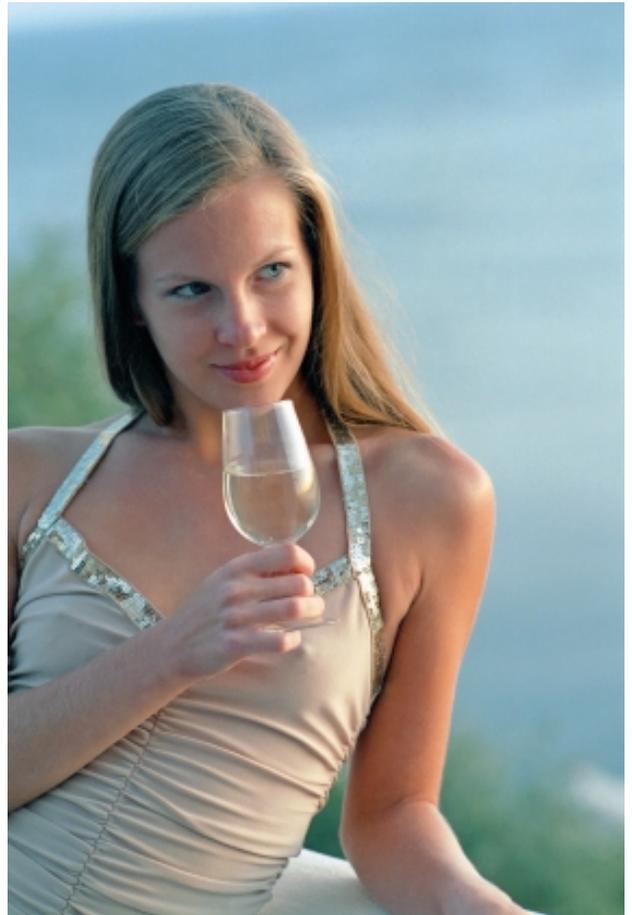
The way this search will play out is for each of you to read both descriptions. If you think you or a friend qualifies, email me immediately. Indicate if you might fit VIP I or VIP II. Beyond that, as part of the screening process, I will send you some high level questions via email and get a general sense if there is a possible fit. Beyond that, we will talk on the phone and I can answer all of your questions.

If you qualify, I will invite you to meet me at The Four Seasons Hotel in Palo Alto for an enjoyable 45-60 minute meeting. Both gentlemen are hosting two back-to-back days at the hotel in a luxury suite, so your privacy and discretion is taken into consideration. Over a soothing cup of tea, glass of champagne, and appetizers, we will take this process to the next level. At the meeting, it will only be me and quite possibly my husband. Don't worry... the VIPs will not be there - this isn't The Millionaire Matchmaker with a two way mirror and camera!

These two days will take place either during the week of April 18-19 or April 28-29, so please state your preferences when you contact me.

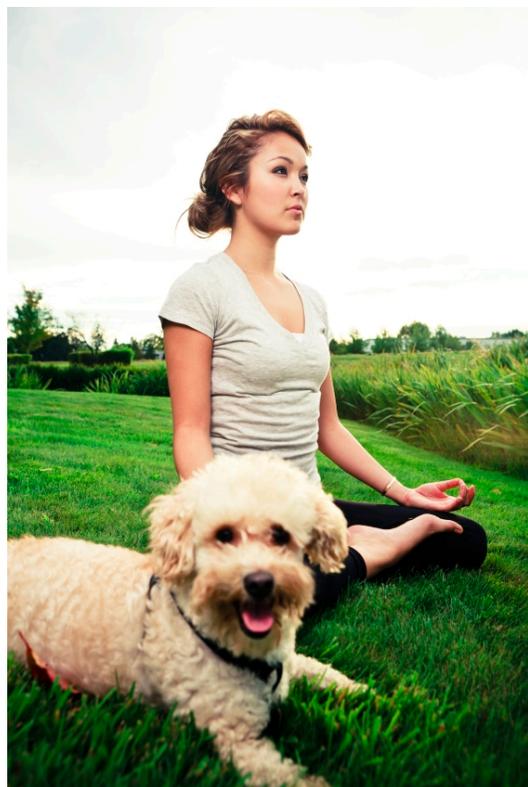
My goal in person would be see if you qualify and, should you not, we can openly discuss if you might be an excellent fit for the broader Linx network in general. With over 1000 clients, you could be the perfect fit for many other clients!

There are zero fees for these opportunities – the Four Seasons meeting and, if you are selected, the chance to meet one of our VIP bachelors. Neither gentleman wants money to play a role in your decision if you are otherwise willing and able to participate. This is much more about a connection - one that, for both, would lead to a lasting and loving marriage.



VIP I

Our client is a dapper 43 year old who is Caucasian, 5'11, athletic, and looks a little like Bruce Willis's distant cousin. For the past 7 years, he has been running a successful online-based business located in the Bay Area. As CEO of a team of 60 professionals, he is responsible for leading a complex and dynamic company yet, because of the online nature of the operation, he has incredible flexibility in his schedule, allowing him to spend several months a year traveling if he wanted. In fact, in 2010, he traveled to Europe, biked up a volcano in Hawaii, and took several trips to Manhattan chilling out. Relationship wise, he's never been married and has had several long-term relationships before. Like most men with extraordinary careers, it is all about timing and, for our client, this is his time to find the woman of his dreams. He has spent the last 3 years splitting his time between San Francisco and Santa Cruz and you'll find him to be incredibly flexible about meeting you. You might be reading this wondering, what's the catch? Frankly, there isn't one. Our client is a sincere, super genuine, intellectual guy - an "old" soul with character, humor, and depth. His perfect date is all about the conversation set in a warm, rich, and romantic atmosphere. There's no superficial awkwardness but, instead, direct, real, and playful conversation will only blossom. When he finds his dream match, our client would want to book the two of you on a trip abroad, such as to Florence and Provence, to savor the culture, sip wines, devour a feast of culinary delights, and relish in getting to know one another on a deeper level.



His perfect match is someone who is between the ages of 29 and 36 years old and lives around the Bay Area or Los Angeles. Physically she is Caucasian, European, or Asian-American. His match is someone who prides herself in being healthy. Her skin is glowing and maintaining a good diet is part of who she is. Physical adjectives to describe her are: feminine, vibrant, graceful, and beautiful. Height-wise, she is 5'0" to 5'9". His perfect match has no shortage of Lululemon gear in her closet and isn't afraid to show off her figure in an Herve Leger dress for a special night on the town. Professionally, you could be the creative type, an MD, or risk-taking entrepreneur maybe... whatever it is, passion is key. You might consider yourself a lifelong learner, someone who reads the New York Times and The Washington Post on the weekends, listens to NPR, yet you don't take yourself too seriously. You are politically informed, maintain an open-mind, and are balanced about life in general. Passions are travel, maintaining close friendships, family, dogs, fitness, good wine and food, whether it is a Michelin 3 star or hole in the wall. Religion-wise, you're

curious about the purpose of life but realistic in your approach to it. With all of the things happening in the world, you have learned to take the ups and downs of life lightly with humor yet with understanding and compassion.

VIP II



Our client is a youthful and gregarious 58 year old who is Caucasian, 5'9", toned and with a fit physique from brutal weekly sessions with his fitness trainer. He has been retired for many years after an extremely successful career in technology where he spearheaded the marketing efforts of numerous large companies. Although technically retired, he is highly active and insanely energetic, doing just about anything except loafing on the beach (although he can find time to do a little of that too!) Intensity and passion for life come to mind in describing him. He is a dedicated father to two boys who are young adults and describes himself as a blue print for their maturity. He

shared, "I appreciate the nurturing compassions as a parent and expect that my match will have a similar relationship with her kids which I want to be a part of." He has been married one time before, has dated healthily and regularly since the divorce, and is truly ready to open his heart and commit for good. He leads an incredibly active lifestyle filled with life's extravagances such as black-tie galas, philanthropy, and race car driving, and yet also enjoys being one with nature in upstate New York where he is originally from. Boating, sailing, swimming, cooking, investing, entertaining, and being with friends and family are way up there on his list of favorites. VIP II lives in a private community near San Jose and also enjoys jaunts down to Southern California where he has a gorgeous home....an idyllic setting for entertaining! So you might be wondering, what's the catch? Truly there isn't one! Our client is as genuine, honest, and loyal as a true gentleman can be. He's one to roll out the red carpet in the courtship process and dance the night away under the stars with you. He wears his heart on his sleeve, is extremely affectionate and loving, and isn't afraid to communicate openly. When he finds his perfect match, he wants to take you to the French Riviera, to capture some of the scenic beauty through his incredibly talented photography. He's a soulful, passionate, and very creative man who wants to find the spark that goes beyond the excitement of a few dates and instead has the stickiness to cement like glue for the long-term.

His perfect match is someone who is between the ages of 39 and 55 years old and, geographically, it would be preferred if she is located on the Peninsula or in the South Bay (but he is open to other locations.) Physically she is any ethnicity. Physical adjectives to describe her are: elegant, feminine, stylish, and sexy. Height-wise, she is 5'0" to 5'8". His perfect match has a closet full of pretty high heels and designer outfits, yet lots of athletic gear, maybe even workout tapes and hiking boots stored under the bed! You definitely need to be someone who can 'do it up' plenty when social occasions call for it, but are also not be afraid to get your feet dirty on some outdoor adventure. Those closest to you would call you: sincere, caring, giving, high energy, perhaps a bit mischievous (are you grinning?), family-centric, and leading your life with integrity and values. Professionally, it really doesn't matter what you do. In fact, if you are semi-retired or retired and have the freedom to LIVE LIFE with our client, this would be a dream scenario for him. Are you open to travel, fine dining, boating, good wine, and sometimes just cuddling on the couch next to a fire? Religion-wise, you are spiritual, have faith, and also have a desire to seek more from the opportunity that life has presented to us. The icing on the cake is that you are a mother possessing nurturing characteristics. If you are not a mother, that is OK as long as you are comfortable around children and are loving.

