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WEBSITE LAUNCHES HELPING YOUNG MEN LEARN VALUABLE SKILLS TO ATTRACT WOMEN AND BUILD LASTING RELATIONSHIPS -WWW.MENSROOM.TV

-Social site provides professional video training from recognized dating experts and judges from Keys to the VIP-

Toronto, December 17, 2009 –Do you know of a young man in need of advice on how to interact with the modern woman? The Men’s Room, a site designed for men 18-35 has just launched. It focuses on enabling young men to improve their skills in approaching women, dating and building lasting and loving relationships. The cornerstone of the site is the popular web series *Men’s Room*, hosted by former Calvin Klein model and personal trainer, Mark Sparks. The show, which is now entering its second season, has already garnered 400,000 views across its online syndication network. The show features top experts in dating, sex and relationships, providing advice and proven techniques to the men of modern society who feel anxious in the area of approaching and talking to women.

J.Michael Dawson, creator of the *Men’s Room* explains, “Men are not taught the process of being successful with women. We don’t have the same natural and cultural resources as women do to improve our social skills such as conversation starters and attraction building techniques. That’s why we need a place like the Men’s Room.”

Mensroom.tv, which features over eight hours of free video dating advice has also launched a new six part video series featuring an exclusive interview with the judges from the hit Comedy Network show, *Keys to the VIP*. Peachez, an integral personality and judge on the show says “The Men’s Room is a top notch site in learning how to improve your game, get more dates and be more successfully with women. I highly recommend every guy who’s interested in game check it out.” Peachez joins fellow judges Chris and Sheldon who in the six part series opened up about making the show and the insight they have gained after watching men meet and interact with women in a nightclub environment. A rare opportunity for guys looking to build their game, available only on the Men’s Room Website.

The *Men’s Room* show and *Keys to the VIP* exclusive can be seen at www.mensroom.tv. The first season of Men’s Room is also available on DVD for \$34.99 in the site store and Amazon.com.

About Lifeforce Entertainment:

Lifeforce Entertainment is a Toronto based production company specializing in creating niche market video based information products and shows for online distribution. In 2008 Lifeforce launched LifeforceTV.com, Canada’s online broadcast network. LifeforceTV.com features original web series by forward thinking Canadian production companies. In addition to the *Men’s Room* show, Lifeforce produced three additional web shows: *Angels Local 437*, *Byte Club* and *Table Topics*. Currently, two new series are being developed for launch in 2010 as well as several niche video sites.

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Contact: Chantal Leblanc Everett. Ph:647.289.2973 E:Chantal@lifeforcent.com.