





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**QUALITIES OF LIFE THE GUY PAGE DATING STRATEGIES**

## \$50 an hour buys an ally in the quest

**Chris McNamara**
*Published January 16, 2005*

It takes money to make money, says the adage. Shane Forbes has tweaked that a bit: It takes women to get women.

In December 2003 Forbes launched WingWomen.com, a dating service with a raffish twist; his wingwomen serve as sexy scouts.

"If a guy starts a conversation with a woman in a bar, she knows she's getting hit on," said the 29-year-old with a thick New York accent. "Wingwomen will start conversations for the guy."

Here's how it works: for \$50 an hour, a wingwoman accompanies a client (not a john, stresses Forbes) to a bar.

After learning about his background and taste in women, she'll start acting as his flirty friend, casually initiating conversations with other women that ultimately lead back to the guy.

"Oh, [attractive female bar patron], have you met my friend [the date-challenged client]?"

It's like having a traditional wingman--your buddy who has your back when you're trying to get in front of women--with an intimate understanding of the opposing female army.

Wingwomen are like beautiful Benedict Arnolds.

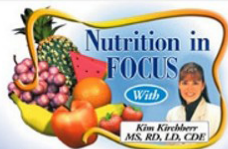
The service has recruited about 15 to 20 women, hired for their good looks and outgoing personalities.

Forbes describes their work as a form of customer relations. The clients are single guys in their late 20s and early 30s.

"Some have lost their wingmen to marriage," the founder said. "Some are shy. Some have just moved to the city. And they all want to meet girls."

Though the service is limited to New York, Forbes has received thousands of franchise requests from as far as Brazil and Japan. Some queries have come from Chicago, so ladies beware.

"Sure, some people might not like it, but we're not trying to trick anyone," Forbes said. "We're just helping guys who need it."



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