


LOOSIDTM
Live Sober. Love Sober.

IN THE MEDIA
NEWS, PODCASTS & PRINT



We've Reached More than
500 Million
With Our Message

Sober Isn't Boring.



CheddarTV

“[It’s] not just for people in recovery. I think a lot of people don’t understand that there are upwards of seventy to eighty million people who are practicing sober lifestyles and who happen not to be in recovery.”



Good Day D.C.

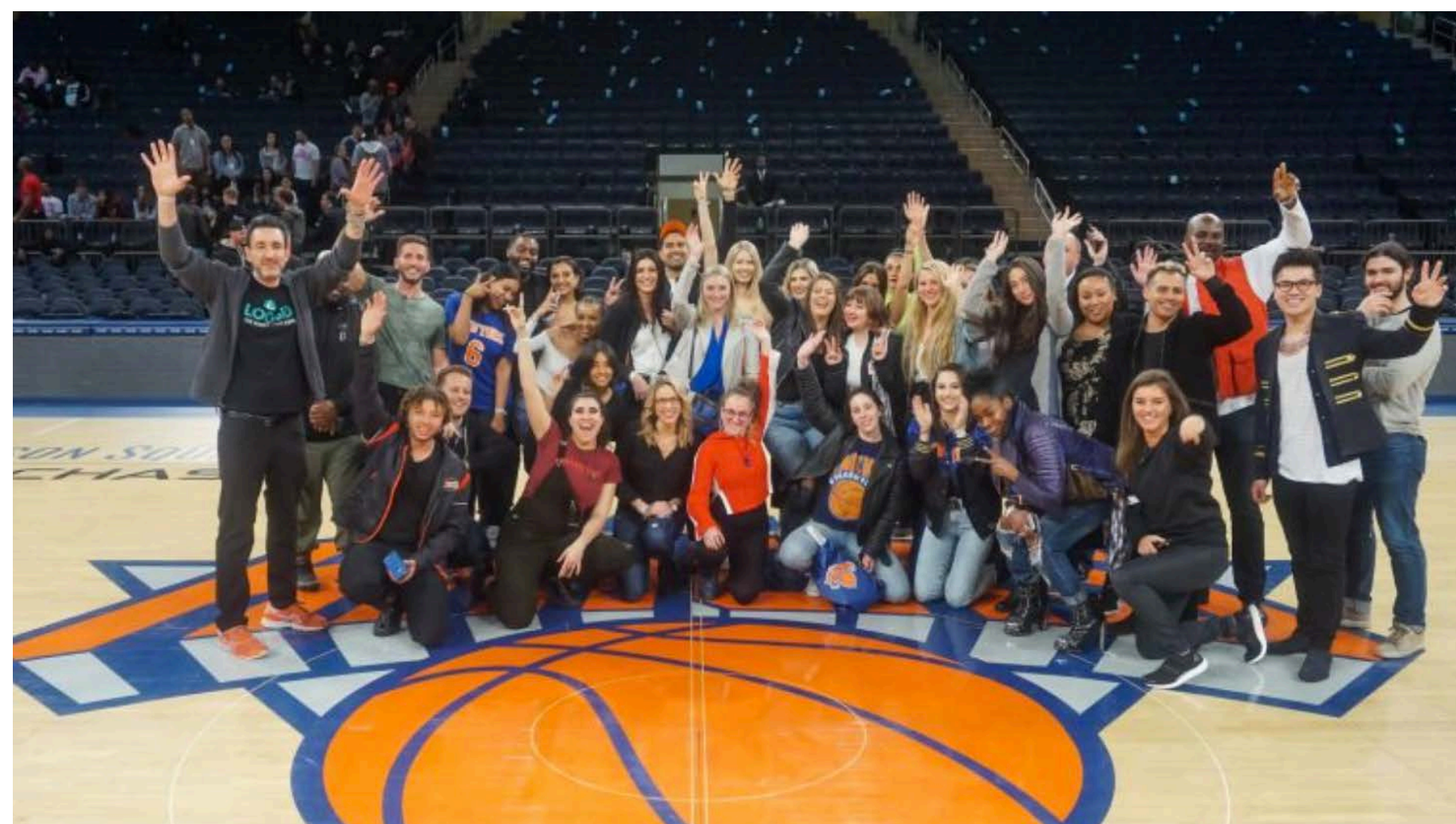
F O X N e w s

“Being single and looking can be tough enough — it can be even more difficult when alcohol is taken out of the picture. In a world where happy hours and dancing revolve around alcohol, meeting like-minded people can be a challenge for people who are in recovery, or don’t want to drink.”

amNEWYORK

4 6 0 k + U V P M

“Sober Groups Help Recovering Addicts Meet Up To ‘Have A Blast In Sobriety’”



“There’s a saying, ‘Those amongst us, no explanation necessary; those not among us no explanation is possible.’”

"I don't believe in competition — anyone who is contributing to the sober lifestyle, we just welcome with open arms as long as their intentions are genuine," Gottlieb said. "We want to show that you can have a blast without having to get blasted."



Health Magazine

1.5 Million Circulation

“Socialize in New Ways” (April 2019)

“... a new app, Loosid, can help you find sober events as well as groups in your community that promote sober living.”

COSMOPOLITAN

9.4 Million UVP M

“Five Sober Apps For People Who Don’t Want To Drink”

“Dating is hard, and finding your potential suitor via a dating app is sometimes even harder... not to mention when you’re sober. In fact, 73 percent of daters who are regular boozers prefer going out for drinks on a first date—46 percent because it's easy and less formal, and 27 percent because it's a good way to let your guard down and have a conversation according to Zoosk.”

Mashable

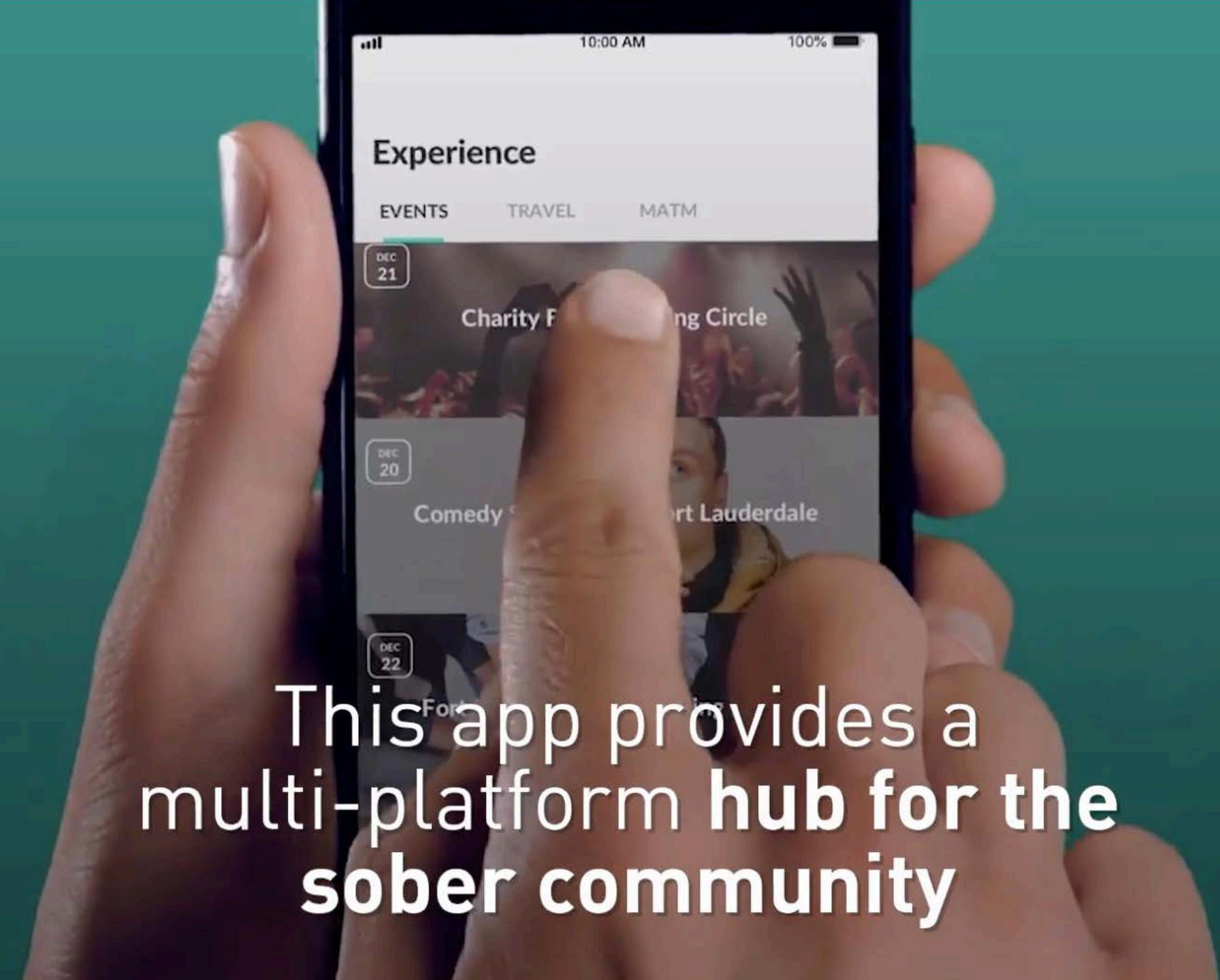
3 7 M I L L I O N U V P M

Mashable

“Loosid is an app that offers a multitude of resources for the sober community to get social, without the pressure or anxiety to drink or be around around drinking.”

LOOSID

Mashable



This app provides a multi-platform hub for the sober community



BOLD

3 0 0 k + U V P M

BoldTV

“I wanted to create a platform that shows that you can have amazing experiences in sobriety... it was so important to build a community with events and all these amazing experiences that just don't involve drinking or using substances.”

7 . 2 M i l l i o n U V P M

WTOP

“Sober Dating App Offers Alternative in Alcohol-Fueled Singles World”

Being single and looking can be tough enough — it can be even more difficult when alcohol is taken out of the picture. In a world where happy hours and dancing revolve around alcohol, meeting like-minded people can be a challenge for people who are in recovery, or don't want to drink. With the tag line “Live Sober. Love Sober,” the Loosid app calls itself a “digital sober community,” that lets people meet other nondrinkers.



askmen⁺

BECOME A BETTER MAN

1 . 3 M i l l i o n U V P M

“Sober App Makes Alcohol-Free Dating Much Easier”

“It's pretty much a dating default to “grab drinks” after work, to the point where some of my friends have designated “Bumble Bars.” That go-to can breed awkwardness of you struggle with addiction or just don't mess with booze anymore. Enter Loosid, a supportive app that connect you with not only connects you with other sober-minded singles, but thoughtfully tunes you in to alcohol-free events in the area.

26.7 Million UVP M

Elite Daily

“5 Tips For Dating When You Don't Drink, Because It Seems As If Everyone Suggests Meeting At Bars”

“Thankfully, dating as a non-drinker doesn’t have to be boring at all. And just because your partner chooses not to drink doesn’t mean you can’t enjoy alcohol when they’re around. “The fact that I don’t drink has nothing to do with the fact that you do,” says MJ Gottlieb, creator and CEO of Loosid, a dating app and social platform for the sober community.”



44 Million UVP M

Time.com

“Why Alcohol Companies Are Betting on Non-Alcoholic ‘Booze’”

“Social campaigns are helping the trend snowball... Loosid, an app aiming to be the “sober Facebook” — i.e., a booze-free dating, events and networking platform — has attracted almost 20,000 members since it started accepting users in late February.”

9 7 7 k + U V P M

TheThings.com

“Sober Dating App Lets People Make Alcohol-Free Love Connections”

“The main goal of Loosid lies in its tagline: “Live sober. Love sober.” It’s a lot simpler to love sober when you’re doing yoga on the beach, going for a coordinated group hike, or attending an alcohol-free comedy show. On top of that, already having something in common will hopefully help people avoid the inevitable horrible dates most of us have to suffer through.”



1 . 5 M i l l i o n U V P M

Paper Magazine online

“Loosid Helps Sober People in an Alcohol-Obsessed Dating Scene”

“It's no secret that drinking is a big component of contemporary dating — after all, “drinks” tend to be the de-facto activity a Tinder date will propose for your first (nerve-wracking) meet-up. However, what happens when you're in recovery or sober for another reason? How do you date in a world where everyone seems to be drinking without feeling awkward or like you have to explain yourself (which you, obviously, don't)? Well, that's where a new app called Loosid comes in



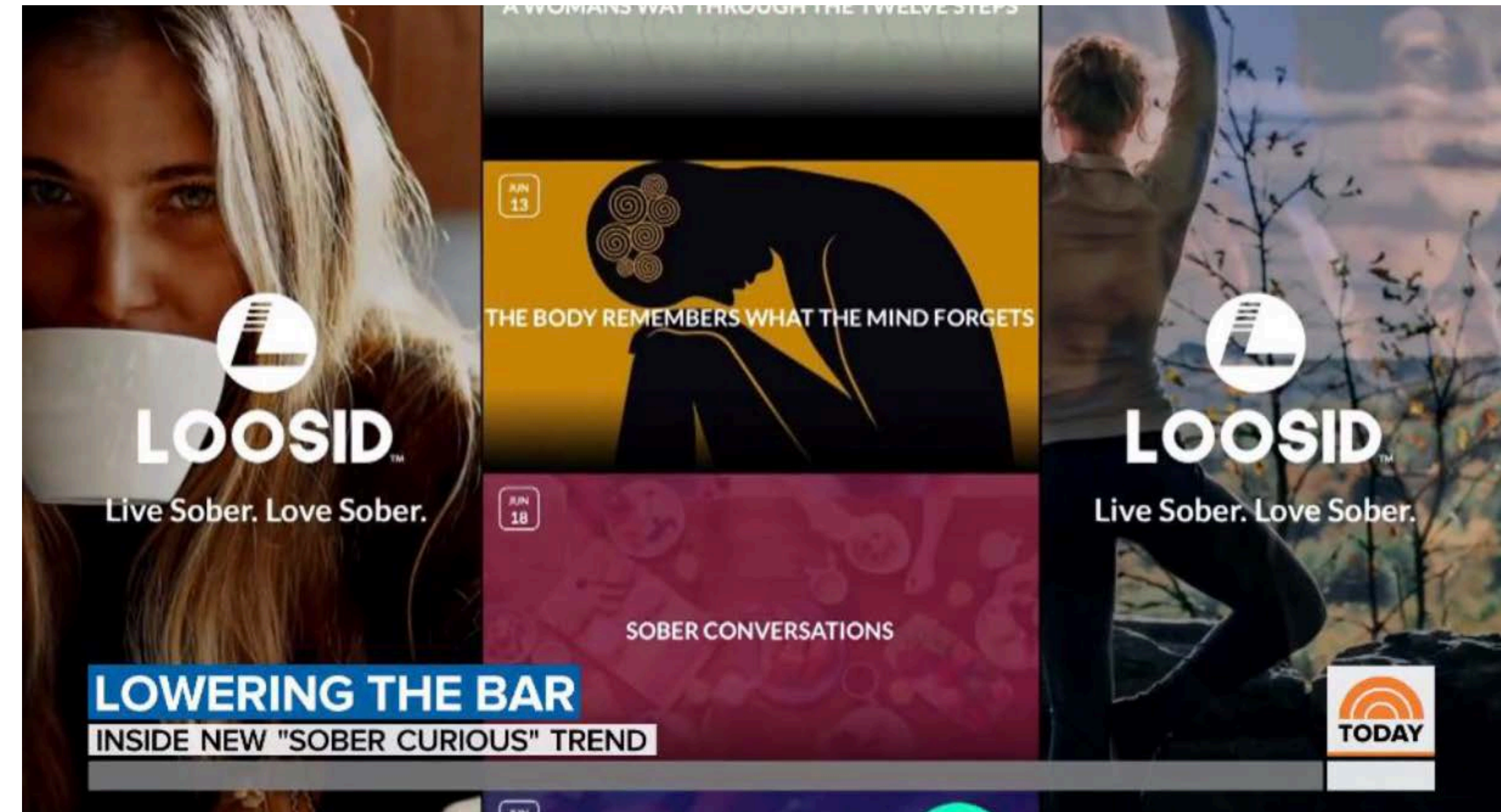
Fox5 News NY

“You all have this same common bond. That’s something that’s so important... The sober space and the wellness space are so interconnected.”



News12 New Jersey

“For many Americans, dating and socializing are synonymous with consuming alcohol. For those in alcohol abuse recovery or simply those who choose not to drink, it can be difficult to have an active social life. ‘In order to have fun, they don’t have to have a drink in their hand,’ says the app’s co-founder and CEO MJ Gottlieb. Loosid provides its users with dating and nightlife options as well as travel and wellness events for those who wish to remain sober.”



2 3 . 9 M i l l i o n U V P M

Today online

“Alcohol really does have a monopoly on how we socialize and how we have some of these really valuable times of being loose and being free... but, a lot of times it also gets in the way of what we’re trying to do... apps like Loosid organize sober events, [and] even dating with fellow non-drinkers.”

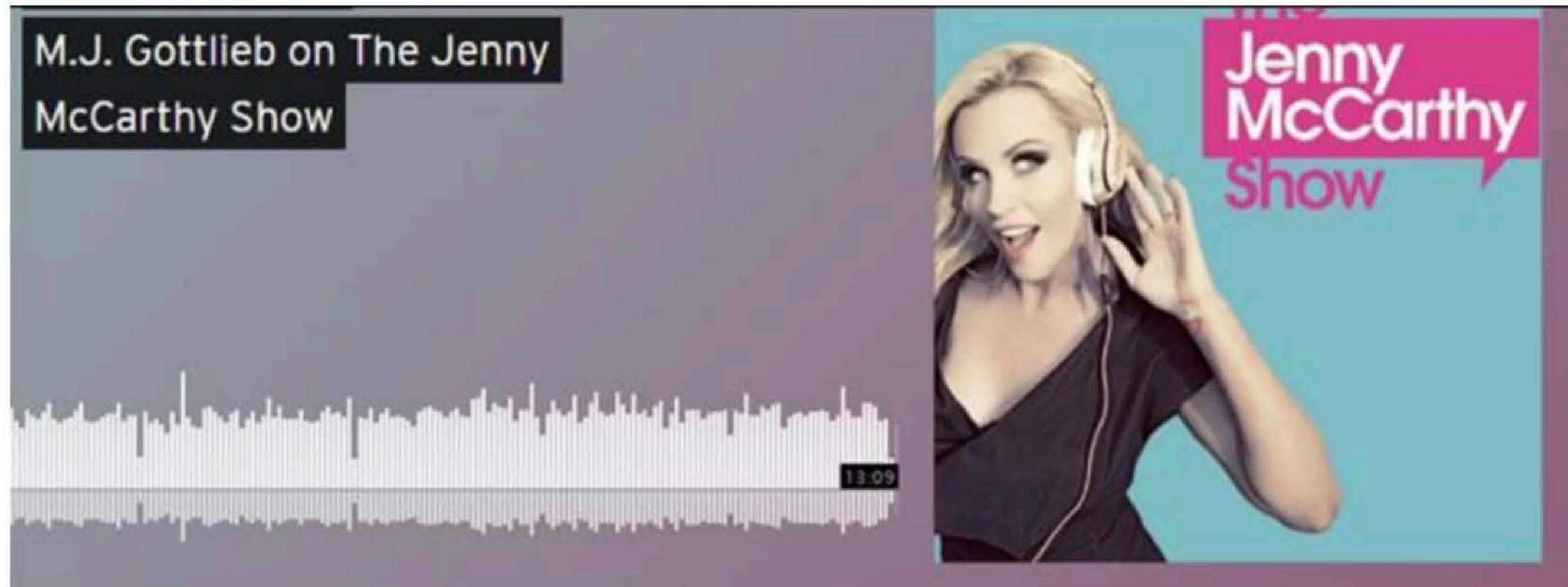


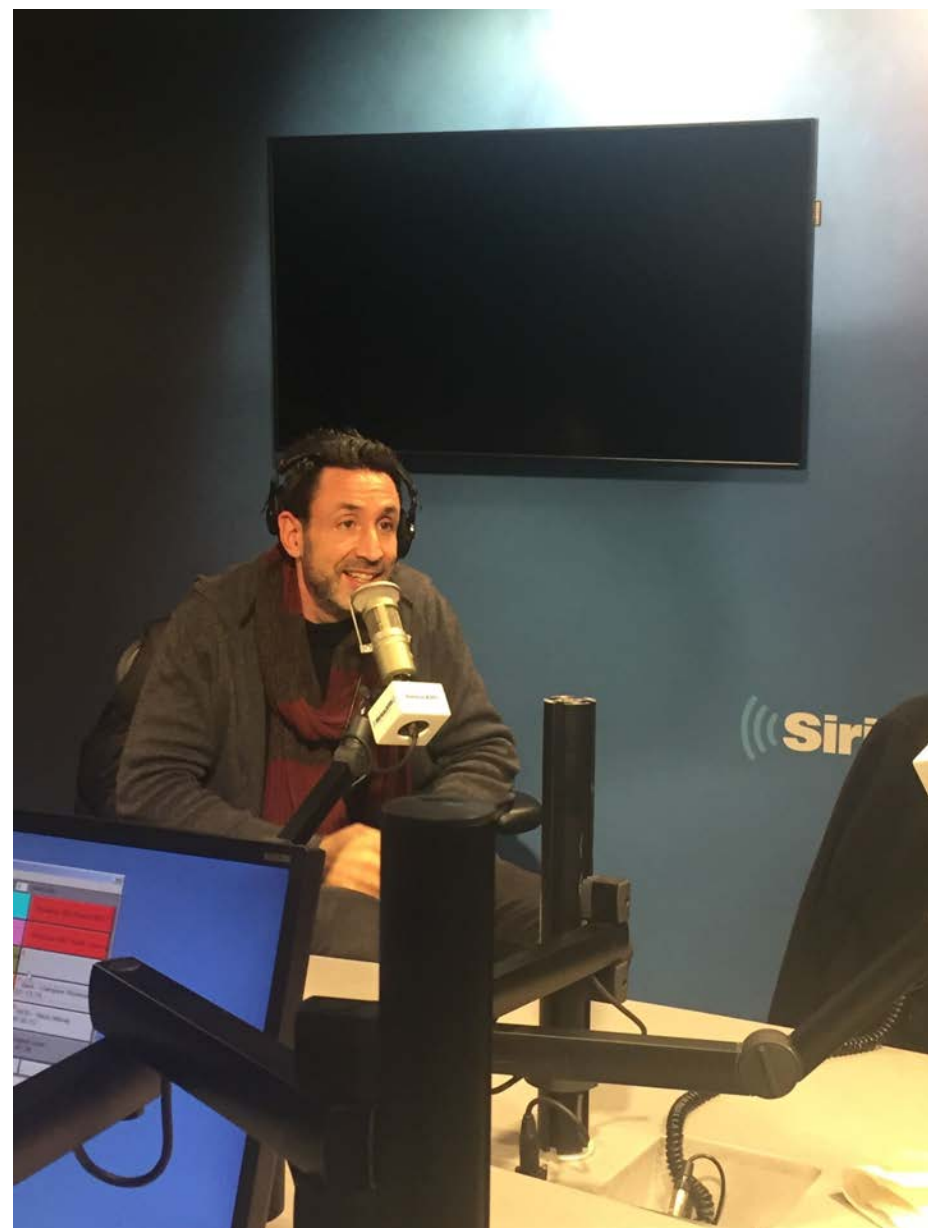


3 5 M I L L I O N U V P M

The Jenny McCarthy Show

S I R I U S X M





3 5 M I L L I O N U V P M

dot complicated

by **Randi Zuckerberg**

S I R I U S X M



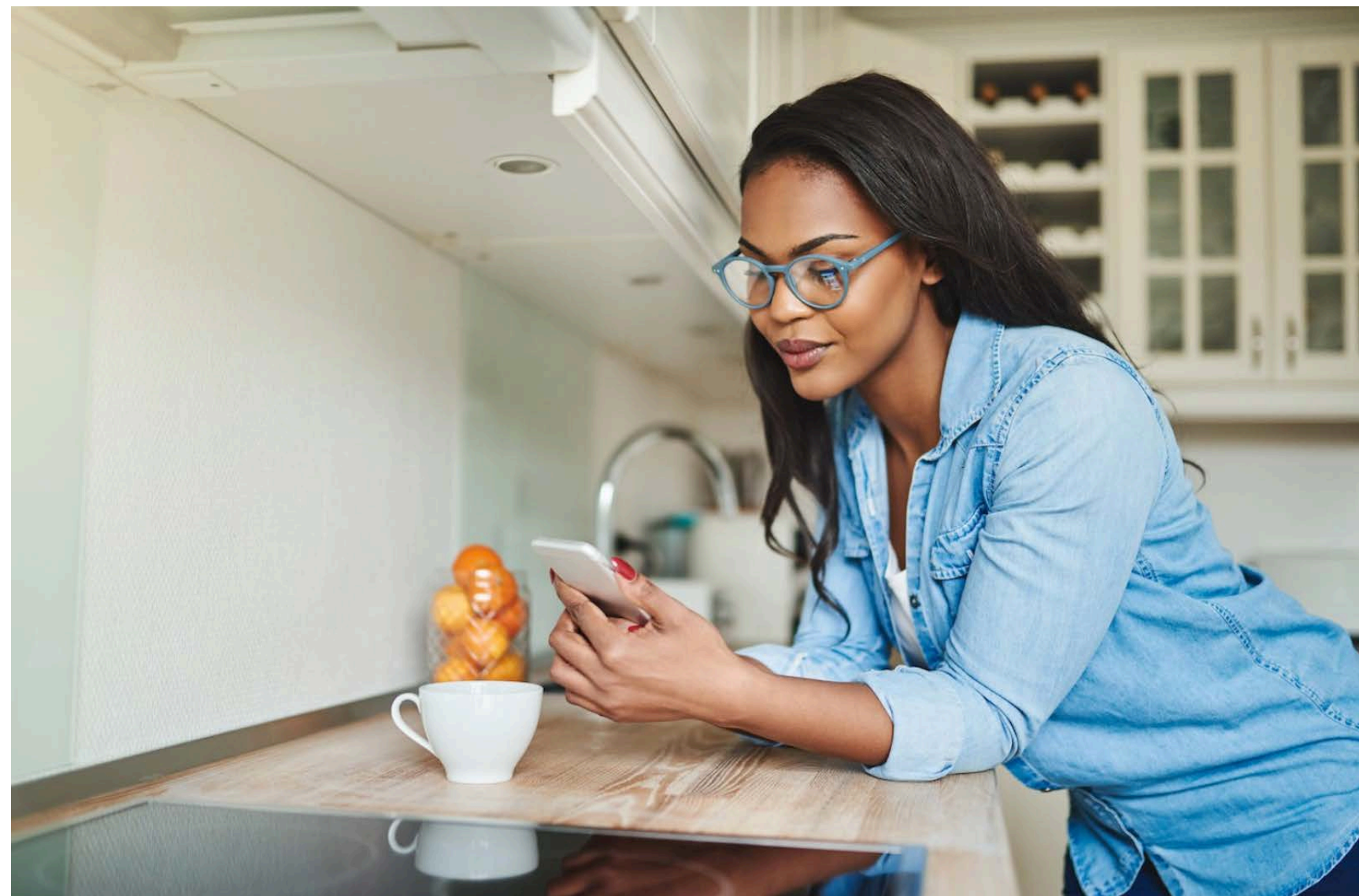
Atlanta. News. Now.

“Sober Dating App Lets People Make Alcohol-Free Love Connections”

1 1 . 8 M i l l i o n U V P M

“There’s just huge challenges when people come into sobriety for the first time,” Gottlieb told The Atlanta Journal-Constitution. “So many of my friends that have relapsed are so ashamed of judgment that they don’t ever want to go back to the meetings they went to,” he said. “There’s this safe space that’s created because you’re just on your phone.”

“So many of my friends that have relapsed are so ashamed of judgment that they don’t ever want to go back to the meetings they went to,” he said. “There’s this safe space that’s created because you’re just on your phone.”

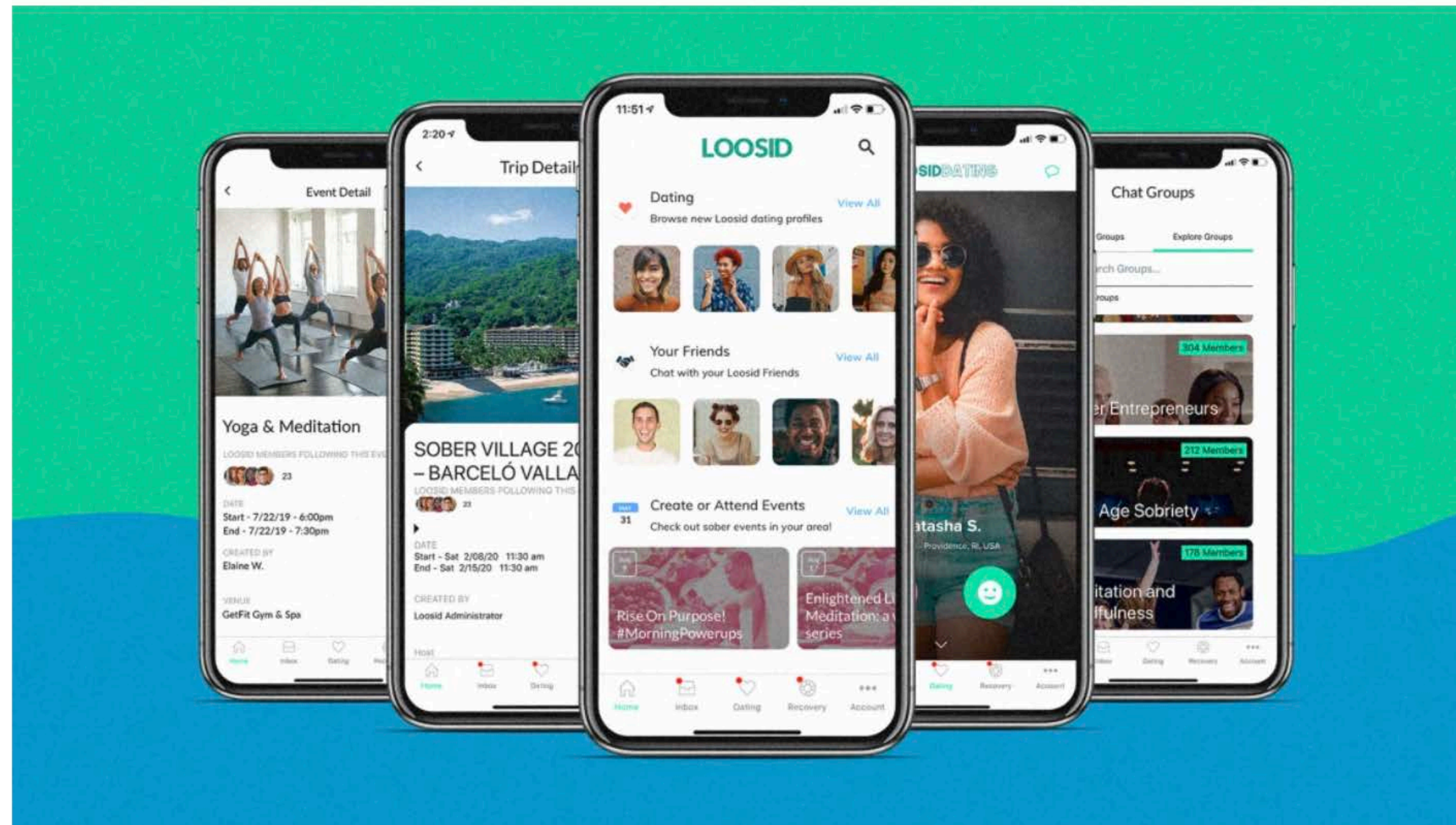


1 . 3 M i l l i o n U V P M

Well+Good

“The Definitive Guide To The Best Dating Apps For Finding Love And Sex (Or Whatever)”

“It’s pretty much a dating default to “grab drinks” after work, to the point where some of my friends have designated “Bumble Bars.” That go-to can breed awkwardness of you struggle with addiction or just don’t mess with booze anymore. Enter Loosid, a supportive app that connect you with not only connects you with other sober-minded singles, but thoughtfully tunes you in to alcohol-free events in the area.



11.8 Million UVP M

Fast Company

“Loosid is not meant to silo off the sober, but rather to give them the freedom and comfort to easily abide by a lifestyle that often still feels taboo. This is especially true with dating, stresses Gottlieb, who says many members get negative reactions when they suggest anything but grabbing drinks for a first date.”

49 Million UVP M

Reuters

"I have had countless friends that have apps, the other apps and then they've unfortunately relapsed for those who are in recovery because of that that social pressure and so they needed that social lubricant so being able to date in a really safe container is very, very important."





TheNow

“It was about creating events, trips, groups... that focuses around creating amazing experiences within the sober community. And it’s not just restricted to those in the recovery space... but also anyone who chooses to live a sober life.”



Access Hollywood

“Being single and looking can be tough enough — it can be even more difficult when alcohol is taken out of the picture. In a world where happy hours and dancing revolve around alcohol, meeting like-minded people can be a challenge for people who are in recovery, or don’t want to drink.”

KELLY OSBOURNE

SPEAKS OUT FOR LOOSID
AND THE SOBER COMMUNITY



People Online

Kelly Osbourne Says She Was ‘Ghosted’ By A Man After Revealing Her Sobriety
(44 Million UVPM)

“I wish when I first got sober there was something like this already out,” Osbourne said. “You really change a lot: Your social scene, where you go, where you hang out. In the beginning you only want to be around sober people. And you don’t even know where to begin because you can’t go back to what you were doing before. **To have this instant community and this instant connection to people who think the way that you do, it’s really vital.**”

InTouch Weekly Online

Kelly Osbourne On Her First Year of Sobriety: “It’s Really F—ing Tough”
(3.5 Million UVPM)

MarketWatch

Kelly Osbourne Tells Us About Her Difficult Road to Sobriety, And How She’s Helping Other Addicts
(16.4 Million UVPM)

“One of the hardest parts about being newly sober is deciding what to do with your free time... Being bored can be dangerous. Finding people on the app to do things in your area is great — dating, yoga coffee — it’s all there.”

- KELLY OSBOURNE

Inquisitr.com

Kelly Osbourne Shares Her Advice On How to Stay Sober and Avoid Temptation This Christmas Season
(8.8 Million UVPM)

FOX News Online

Kelly Osbourne Shares Her Advice For Staying Sober During The Holiday Season
(33 Million UVPM)

YAHOO.com

Kelly Osbourne Wants to Change the Way Sobriety Is Perceived
(950k+ UVPM)

Wonderwall

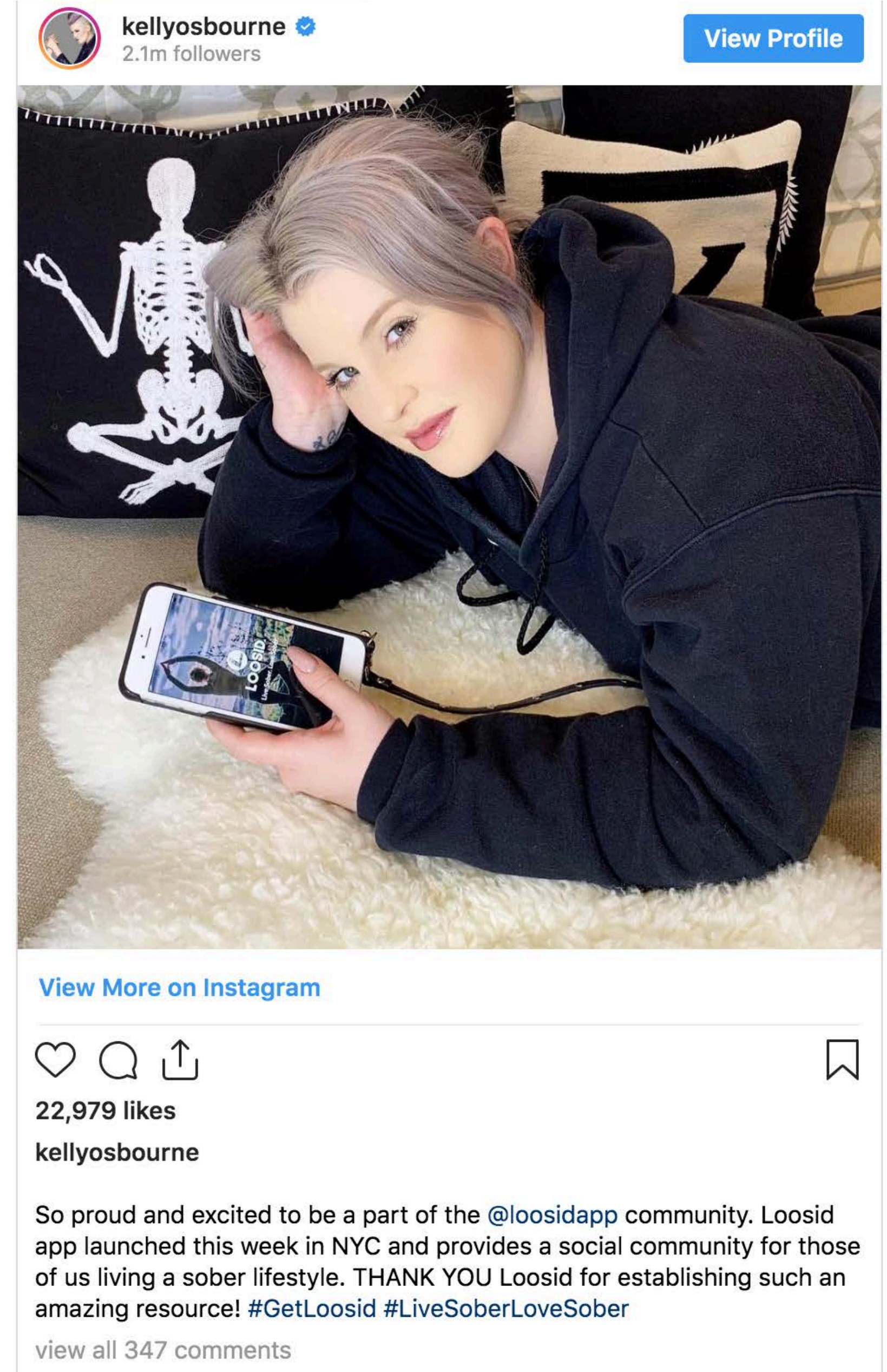
Kelly Osbourne Shares Her Holiday Advice After Marking One Year of Sobriety
(880k+ UVPM)

PageSix.com

Kelly Osbourne’s Advice For Staying Sober During The Holidays
(5.4 Million UVPM)

DailyMail

‘Know Your Limitations’ : Kelly Osbourne Shares Advice On How To Stay Sober During The Holiday Season
(44 Million UVPM)





FOOTBALL, RED CARPETS & MOCKTAILS

D R I N K S A R E O N T H E H O U S E

CNET's Download.com

*Loosid App Helps Users In Recovery Stay Sober
On Super Bowl Sunday*

(2.7 Million Subscribers)

Black Enterprise

*Loosid Is The App For Living Sober - And Helps You
Plan A Sober Super Bowl 2019 Party*

(660k+ UVPM)

Irish Film Critic

Loosid's Guide To A Sober Oscar Viewing Party

(20k+ UVPM)

New York Post

*Enjoy Tasty Drinks Without A Hangover At
A Sober St. Paddy's Cocktail-Making Event*

(426k+ UVPM)

LISTENERS HEAR LOOSID'S MESSAGE

RADIO AND PODCASTS



Dot Complicated

With Randy Zuckerberg

SiriusXM

(35 Million UVPM)

Recovery Radio

Sobriety, There's An App For That

(10k+ Listeners)

Firewall Podcast

Loosid App & MJ Gottlieb

(50k+ Subscribers)

WCCO-AM

CBS Radio Network For Minneapolis)

(15k+ Listeners)

**HELP SPREAD
THE MESSAGE**

#GETLOOSID



Contact: ssarpolis@loosidapp.com