



PERSONALSCREEN MEDIA'S WEB SERIES "IN MEN WE TRUST," PREMIERES ON APRIL 1, 2009

WE TV Showcasing the Scripted Romantic Comedy Series, launches dedicated Mini-Site including Dating Blog, Character Shorts, Personality Quiz and Episodic Polls

New York, April 1, 2009 – Today, PersonalScreen Media (PSM) announced the premiere of its episodic, scripted web series, *In Men We Trust*, on WEtv.com. The relationship between PSM and Women's Entertainment Television is a first for WE, with the premiere marking the first time WEtv.com has aired an original scripted web series. In 2008, *In Men We Trust* was nominated for an Emmy Award in the Daytime Entertainment, Alternative Approaches category for its limited run on the PSM web site. Now, the series gets its first full world premiere.

The comedy follows the dating adventures of a group of thirty-something women in New York City. Relationship guru, Mariel (Phoebe Jonas) runs a dating boot camp for single women. On the surface, she seems to have found the secret to having a good relationship and even as the perfect, handsome boyfriend, Everett (Ian Kahn). Soon, her disciples discover that maybe Mariel is the one who needs the most dating help as her "perfect" relationship falls apart unexpectedly. Through humor and brutal honesty, this comedy of manners helps everyone involved come to terms with their own dating misconceptions. Each episode of the seven-episode series is 5-7 minutes in length and can be found at www.wetv.com/singles/in-men-we-trust. Following its premiere on April 1, new episodes will be posted every Tuesday and Thursday beginning on April 7.

"We are pleased that the visionary team at WE have recognized us and the growing demand for original content online," said PersonalScreen Media CEO Jay Amato. "In Men We Trust for us was a proof of concept that not only could producers make original content for the Web but content that was engrossing, entertaining and high quality."

PersonalScreen Media is the producer of the series and the creator of a landmark web technology that allows users to view innovative character elements like "Inner Thoughts" and read about the places, people and things shown in the series. Demonstrations of the technology can be found at www.personalscreen.com.

"With the launch of *In Men We Trust* on our partner's site, we're encouraged that the digital revolution we envisioned years ago is starting to take hold," said PSM managing partner Michael Salort. "We're convinced when television and the Internet combine to make that old dream of "convergence" come true, historians will point to this period in media history as the time when it all started to gel. And we're thrilled to be part of it."