



**LOOSID**<sup>TM</sup>

Live Sober. Love Sober.

[www.loosidapp.com](http://www.loosidapp.com)



The New Sober Space

# Loosid Is The New Digital Platform That Celebrates Sobriety

From travel to dating, parties and other events,  
Loosid helps provide a safe place where alcohol  
and drugs are not part of the experience.





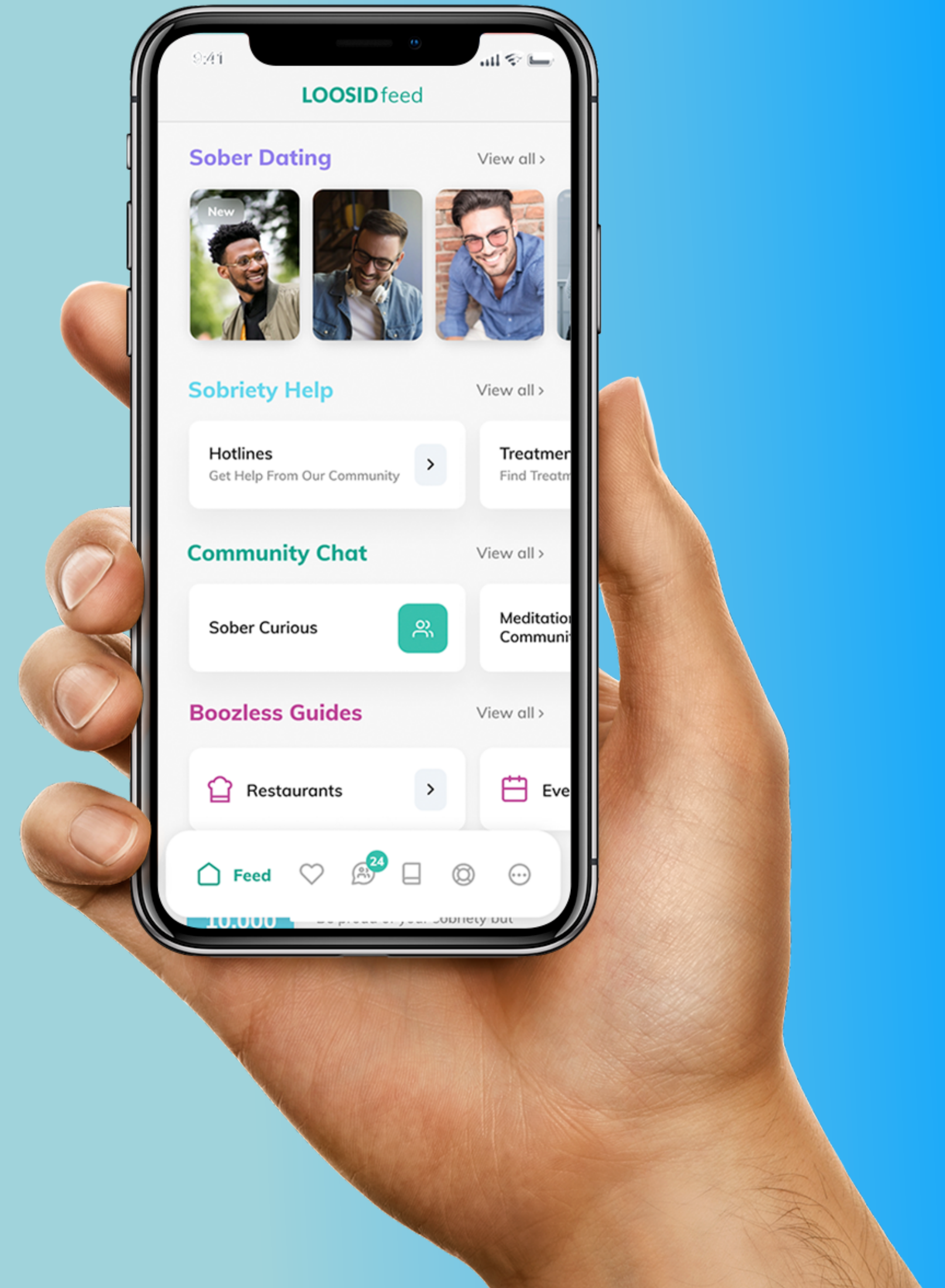
An App Is Born

# A BIT OF OUR HISTORY

Loosid was born in the mind of co-founder and CEO, MJ Gottlieb, after years of battling addiction to drugs and alcohol. Once he finally achieved sobriety, the real struggle began - how to maintain his sobriety in a world where sobriety is often seen as boring and the end of fun.

These are some of the biggest challenges faced when living sober. Where do you eat, drink, and hang out with friends who are like-minded and share your same lifestyle? These challenges are amplified when you're trying to date or participate in events that are not sober-related. Events and social situations where alcohol is the norm can be extremely uncomfortable and in some cases act as a trigger for those in recovery.

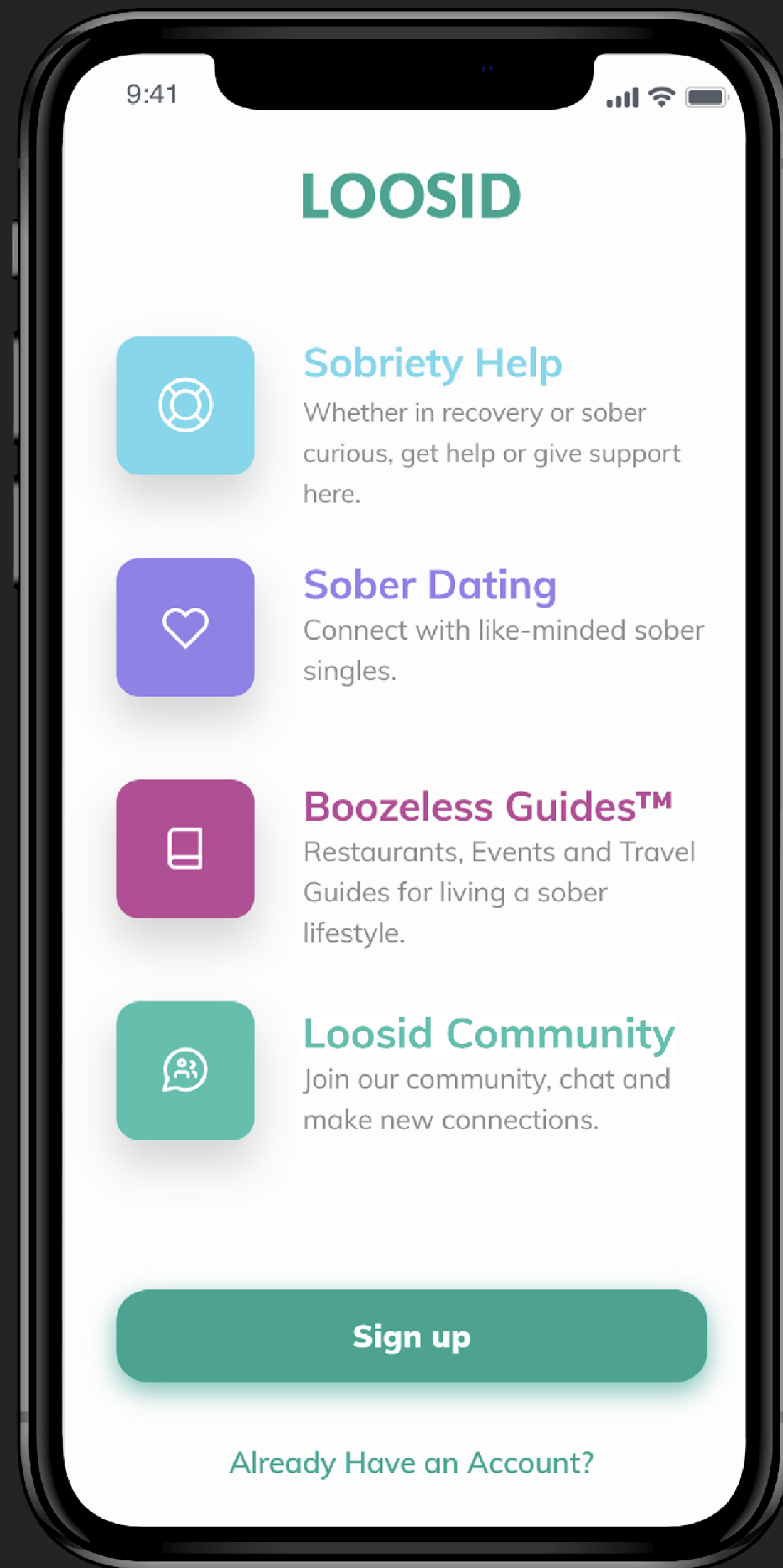
ENTER LOOSID



**“Sobriety is not the end  
of fun, it’s only the  
beginning.”**

M.J. Gottlieb, Loosid CEO





# LOOSID APP MAIN FEATURES

Loosid provides users with a comprehensive suite of features that members of the sober community can use to navigate and maintain their sobriety.



## SOBRIETY HELP

A suite of tools to get support while struggling to overcome addiction



## DATING

Meet others in the sober community who are looking for love



## TRAVEL

Find sober travel destinations and plan trips with friends who share your sober lifestyle



## EVENTS

Find and create sober events to cultivate a sober community in your area and beyond

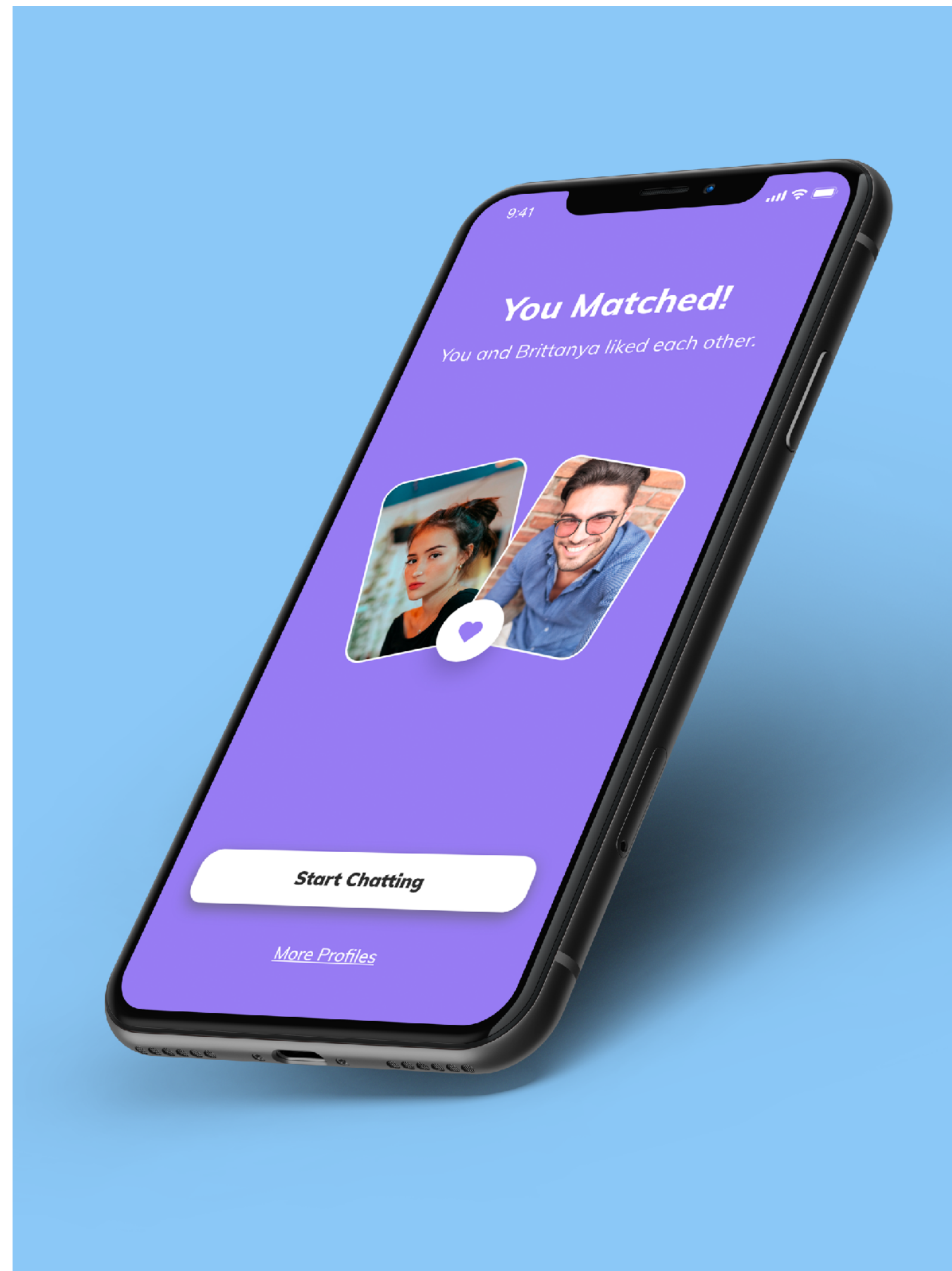


A S O B E R H E A R T

# FINDING LOVE IN ALL THE RIGHT PLACES

73 percent of daters who are regular drinkers 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 calm your social jitters and have a conversation, according to research released by dating app Zoosk.

Dating on the Loosid platform is easy - users 17 and older can download the app and register. Then, like most of the other dating apps available, users can swipe and match with other Loosid users available in your area. You can search profiles of other sober singles in your area, too.



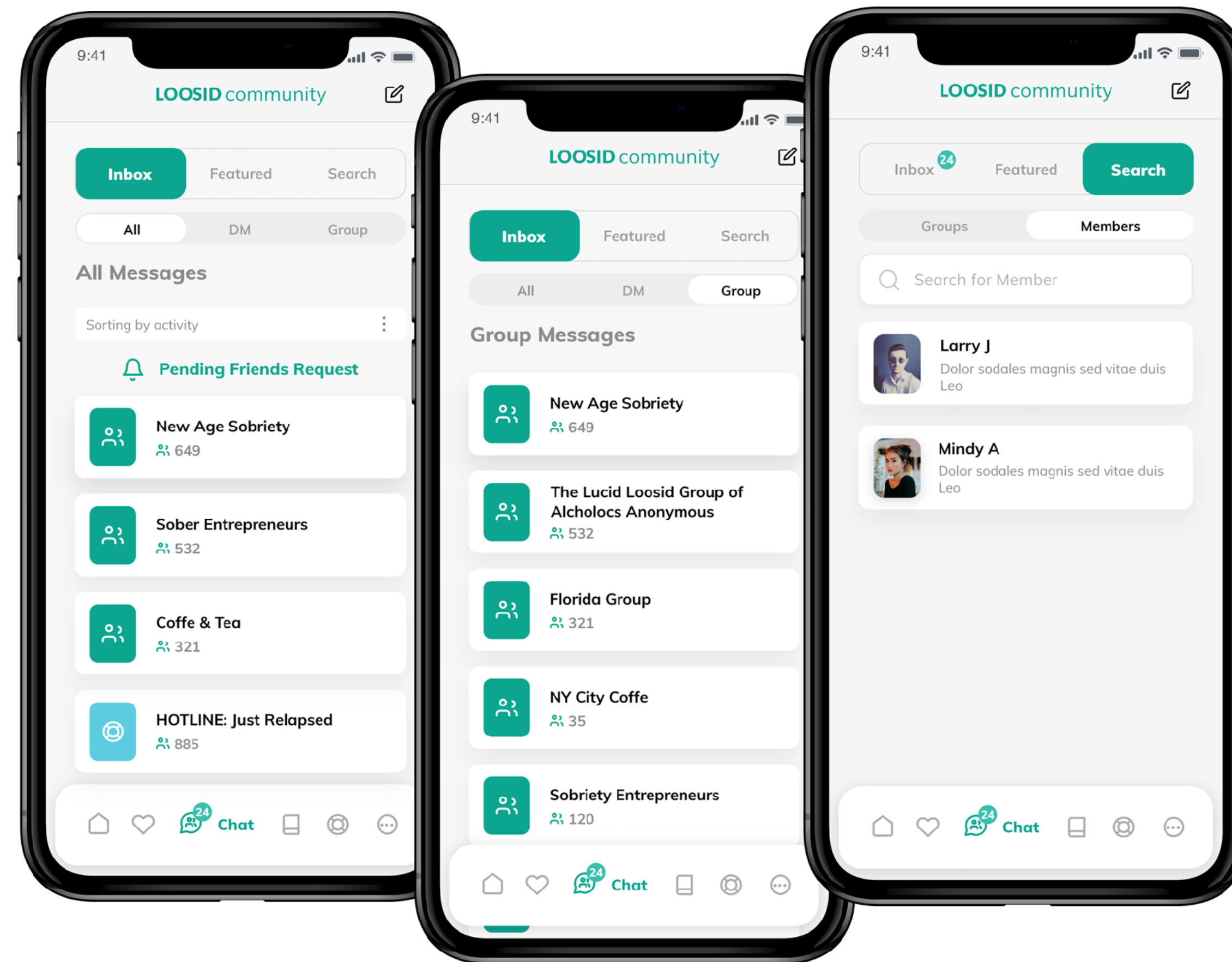
Even if you're not in the market for dating, Loosid could still be a useful app to have. If you aren't looking for a romantic connection, you can disable the dating feature, leaving the other Loosid features available. Loosid provides tons of information for people who want to travel or make friends at sober events and activities, whether at a cooking class, yoga or even sporting events.



F i n d i n g   T h e   O t h e r s

# LOOSID COMMUNITY

One of the most important parts of maintaining a sober lifestyle, especially after overcoming addiction, is finding groups and communities who provide support and understand your lifestyle.

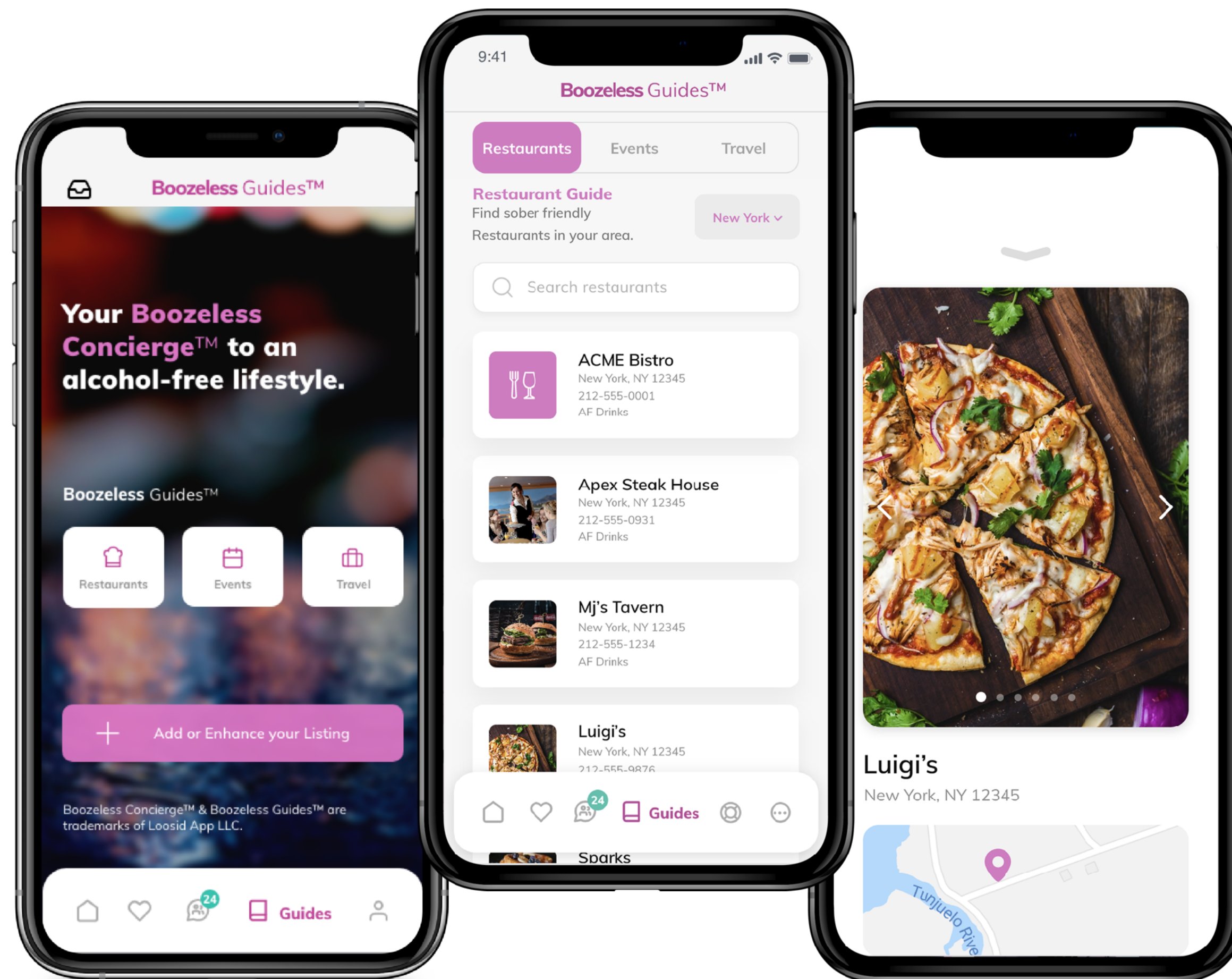


Loosid provides users with the ability to participate in, engage and actively build strong sober groups and communities.



# BOOZELESS GUIDES™

Your Boozeless Concierge™ To an Alcohol-Free Lifestyle



## Restaurants

Find sober friendly restaurants in your area and check out the alcohol-free cocktail trend

## Events

Find and create sober events to cultivate a sober community in your area and beyond

## Travel

Find sober travel destinations and plan trips with friends who share your sober lifestyle



S o b r i e t y   H e l p

# Recovery Tools For Free

Loosid offers members free recovery tools to help them through their recovery journey. The Loosid recovery tools were created to offer support for those who need help immediately from the Loosid community, a support network to hold one another accountable.

## HOTLINE

NEVER BE ALONE AGAIN. Having a bad Day? Just relapsed and need Help? Feel like using? Connect and engage with over 50,000 members within the Loosid community who share your common bond.

## TREATMENT GUIDES

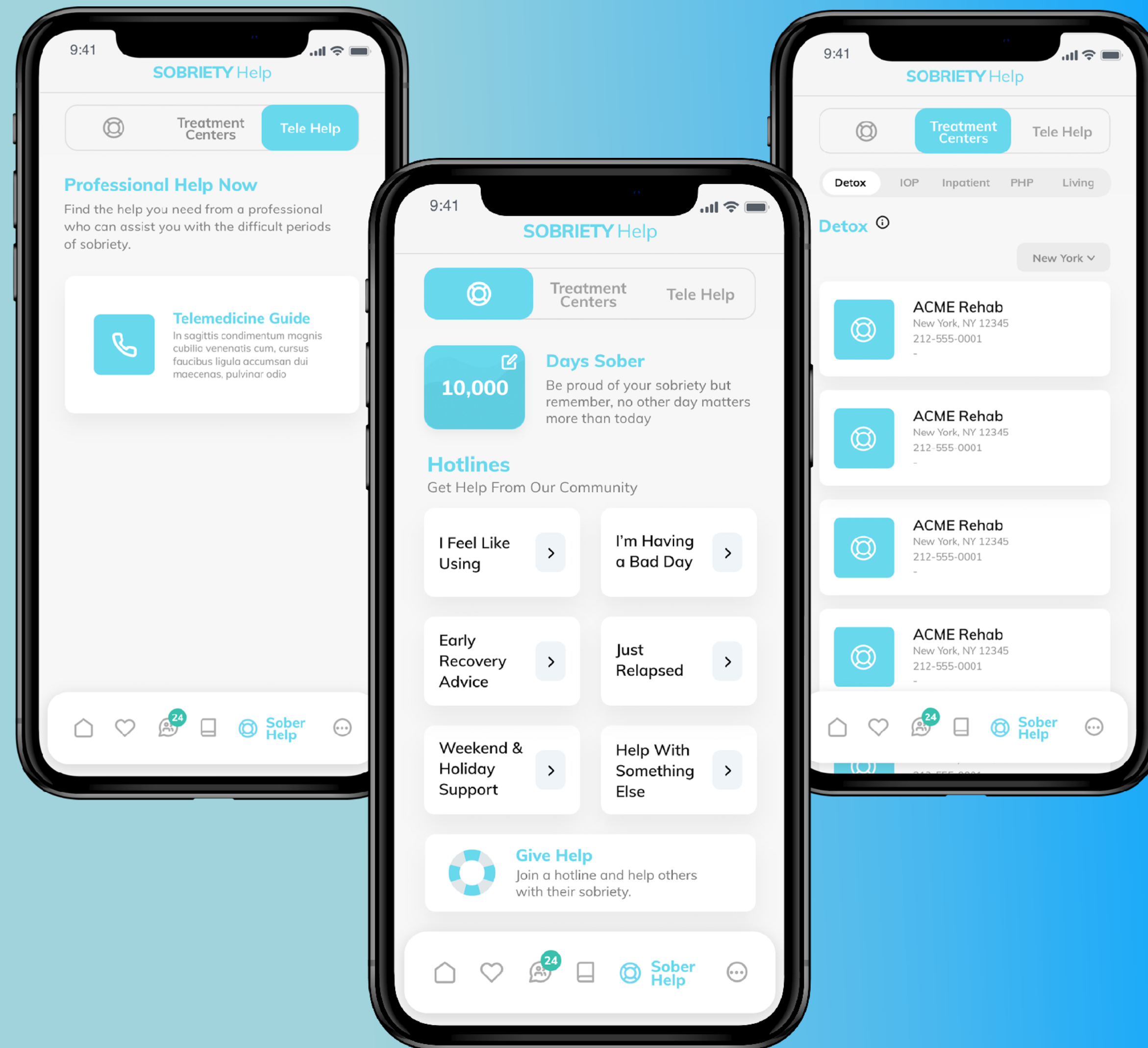
Need to find treatment for yourself or a loved one? Search Loosid's comprehensive guide to connect you to over 14,000 treatment centers across America. Use Loosid's treatment center filter to select specific treatment options to get the care you need. Need to stay local? Search by State to find facilities closest to you.

## TELE HELP

Need to speak to someone right away? Get immediate help and access 3000+ Tele Help Centers across America. Speak to a professional today and get the help you need.

## SOBRIETY COUNTER

Track your days with Loosid's Sobriety Day Counter.





P U R P O S E   I N   D E S I G N

# A SOCIAL GOOD APP

An opioid epidemic spreads across the rural and metropolitan U.S., destroying families and killing loved ones. Every day beloved celebrities and entertainers lose their battles with addiction, proving that no matter how successful we are, we still need the support of a strong sober community to succeed.

Loosid continues to provide free tools to help those struggling with addiction. It's our obligation and duty to give those fighting to maintain their sobriety every chance they can get.

To date, over 240,000 messages of support have been exchanged by users through the Loosid Hotline.

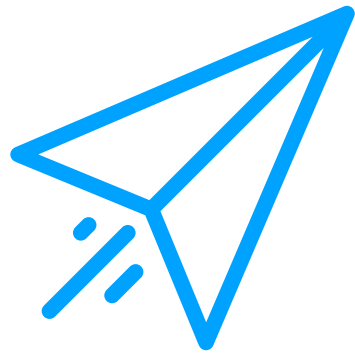




T h e F a c t s S p e a k F o r T h e m s e l v e s

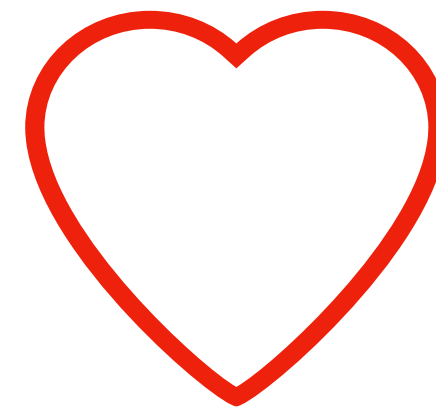
# LOOSID BY THE NUMBERS

Since it's launch in November 2018, the Loosid app has grown exponentially, and as a result is responsible for hundreds of thousands of connections between those in the sober community.



32,224

Friendships



728,111

Dating Interactions



451,016

Support and  
Community Messages



Y o u C a n ' t S t o p U s N o w

# LOOSID TERRITORIES

Initially Loosid was released only in the New York City and New Jersey areas.

## More Cities

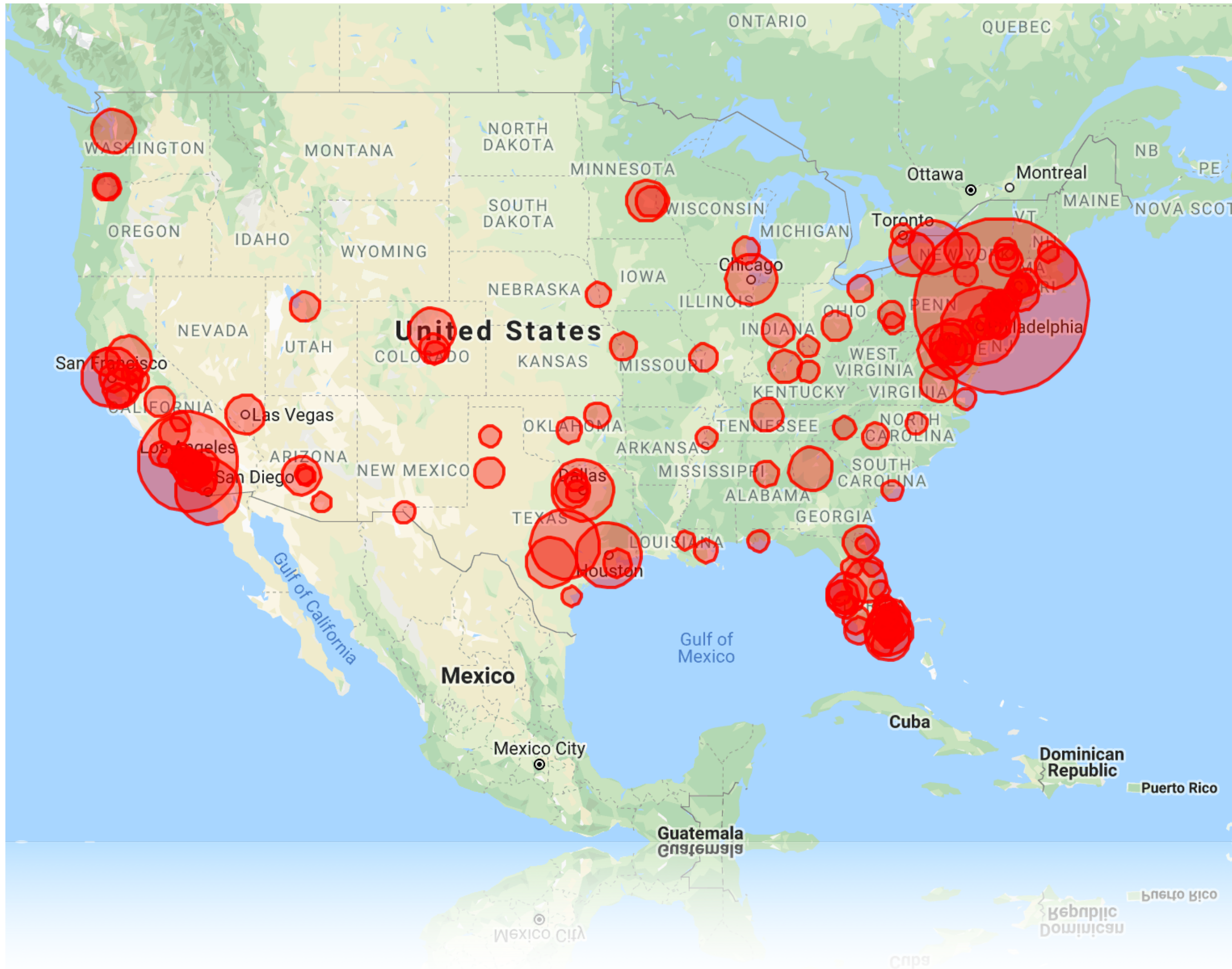
Following the growth of the Loosid users in the New York try-state area, sober communities in other large metropolitan areas have begun to adopt Loosid as the new social platform for those in recovery or struggling with addiction as Loosid has now expanded to nearly every metropolitan city across the United States.

## More States

From New York to Florida, Texas, California and into the heartland, Loosid continues to spread across the U.S., adding more regions and communities.

## More To Come

Loosid is the No. 1 comprehensive platform for those who choose a sober lifestyle in the U.S. But we won't stop there. We want to be the No. 1 digital platform for the worldwide community of people striving to live a sober life.





L i g h t s . C a m e r a . A c t i o n .

## MEDIA COVERAGE FROM COAST TO COAST

We've reached more than **500 MILLION** with our message, "Sober Doesn't Have To Be Boring."

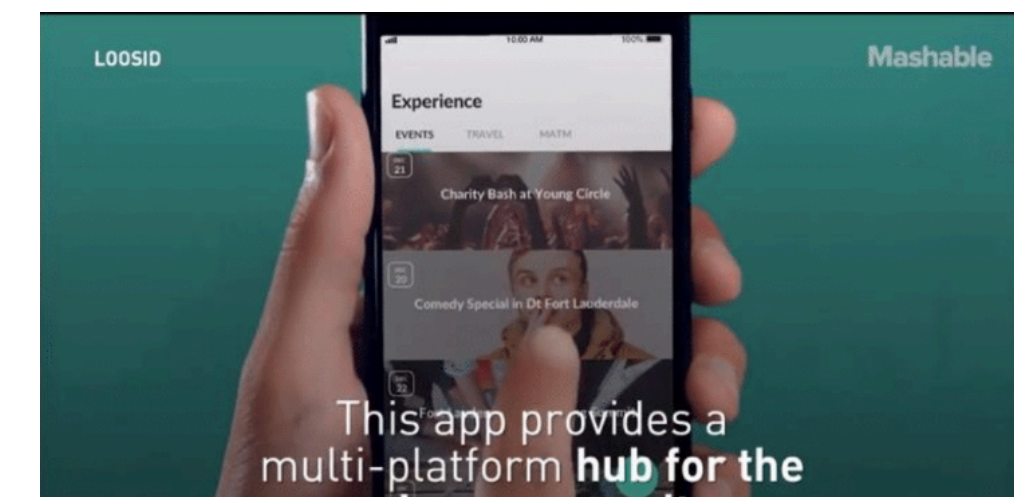
Access Hollywood Online



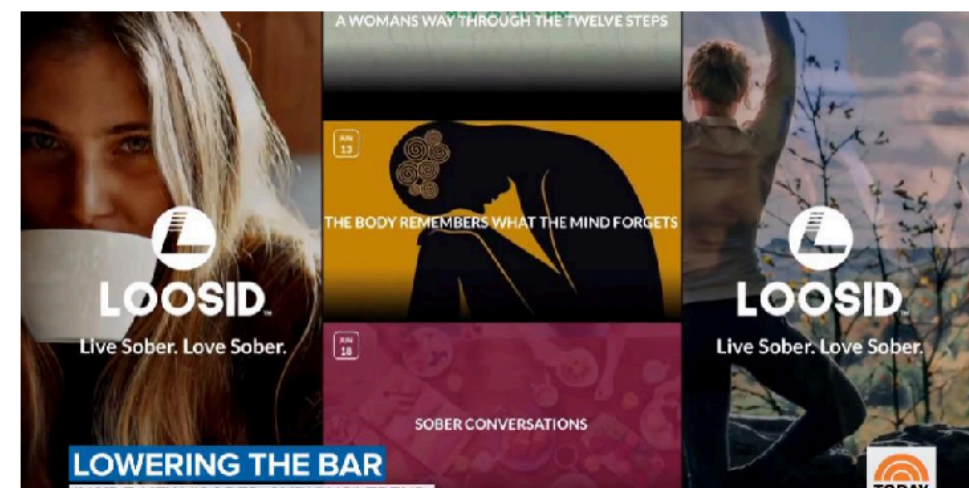
DailyMotion



Mashable



Today



Dot Complicated with Randi Zuckerberg



The Jenny McCarthy Show (SiriusXM)



Good Day DC (FOX Washington)



CheddarTV



FOX5 News NY



Click on any of the images above to access the associated content.



AND THE HITS KEEP COMING

# ARTICLES & AUDIO

Click on any of the headlines below to access the associated content.

## TIME.com

*Loosid App Creates A Sobriety-Minded  
Community On Your Phone*  
(44 Million Subscribers)

## ASKMEN.com

*Sober App Makes Alcohol-Free Dating  
Much Easier*  
(10.8 Million Subscribers)

## WELL+GOOD

*The Definitive Guide to the Best Dating  
Apps for Finding Love and Sex  
(or Whatever)*  
(1.3 Million Subscribers)

## TODAY online

*Sober Groups Help Recovering Addicts  
Meet Up To ‘Have A Blast In Sobriety’*  
(460k+ Subscribers)

## COSMOPOLITAN online

*Five Sober Dating Apps For People Who Don’t  
Want to Drink*  
(9.4 Million Subscribers)

## CNET’s Download.com

*Loosid App Creates A Sobriety-Minded  
Community On Your Phone*  
(2.7 Million Subscribers)

## MARKETWATCH

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

## PAPER Magazine Online

*Loosid Helps Sober People in an  
Alcohol-Obsessed Dating Scene*  
(1.5 Million Subscribers)

## SIRIUS XM’S THE JENNY MCCARTHY SHOW

(35 Million Subscribers)

## SIRIUS XM’S DOT COMPLICATED

*With Randi Zuckerberg*  
(35 Million Subscribers)

## YAHOO.com

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

## IN TOUCH Weekly Online

*Kelly Osbourne On Her First Year of  
Sobriety: ‘It’s Really F—ing Tough’*  
(3.5 Million Subscribers)





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