

Dating service caters to execs seeking amour

BY SUZANNE WINTROB

Are you a busy, athletic, senior executive looking for a mate? Toronto-based matchmaker Tory Howat wants to hook you up with that special someone.

Ms. Howat's 50 exclusive clients, who pay \$1,500 a year for her services, are high-powered execs who run marathons, climb mountains and ski moguls. They are competitive, intensely focused, in great shape — and want a companion who can keep up.

"Their time is so taken," says Ms. Howat, who runs Equal Chemistry dating service (www.equalchemistry.com) with her husband, Dan, a Toronto Marathon winner. "They don't do the bar thing."

One client, a male CEO of a biotechnology company, joined up to find a woman who is

"bright, sexy, adventurous, athletic and modern with a traditional sense of what it means to be a woman." It's a challenge, he says, given his hectic job.

"When running a 10- to 12-hour workday with breakfast and dinner meetings, and squeezing in one to two hours of exercise a day, the ability to meet people — or even be in a relaxed mode to meet people — is next to impossible," he says. "This is where Equal Chemistry comes in."

His thoughts are echoed by another male CEO, this one heading an electronics manufacturing company: "My current position is very demanding and time consuming. While I do have free time, I tend to want to spend that time as effectively as possible. I am finding it difficult to meet active, athletic people like myself outside my industry and circle of friends."

So far he has met four "wonderful women," one of whom he dated for three months.

Since launching the service ten months ago, Ms. Howat has matched 16 people. While she is thrilled they have found each other, their bliss does put a dent in her database: "I lost 10 people after the second date," she laughs.

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