

He's just not that cool to you

Comedian Greg Behrendt, co-author of 'He's Just Not That Into You,' brings his stand-up routine to DVD

BY KRISTEN GERHARD
PULSE REPORTER

Few comedians make their break with celebrated dating advice and best-selling books on relationships (or lack thereof). Greg Behrendt, however, has managed to pull it off, and his success continues with the release of his latest stand-up comedy DVD, "Greg Behrendt is Uncool."

Behrendt was catapulted to comedic stardom in 2003 when the author and comedian reached masses of single women through what was probably one of the best mediums for doing so: the HBO

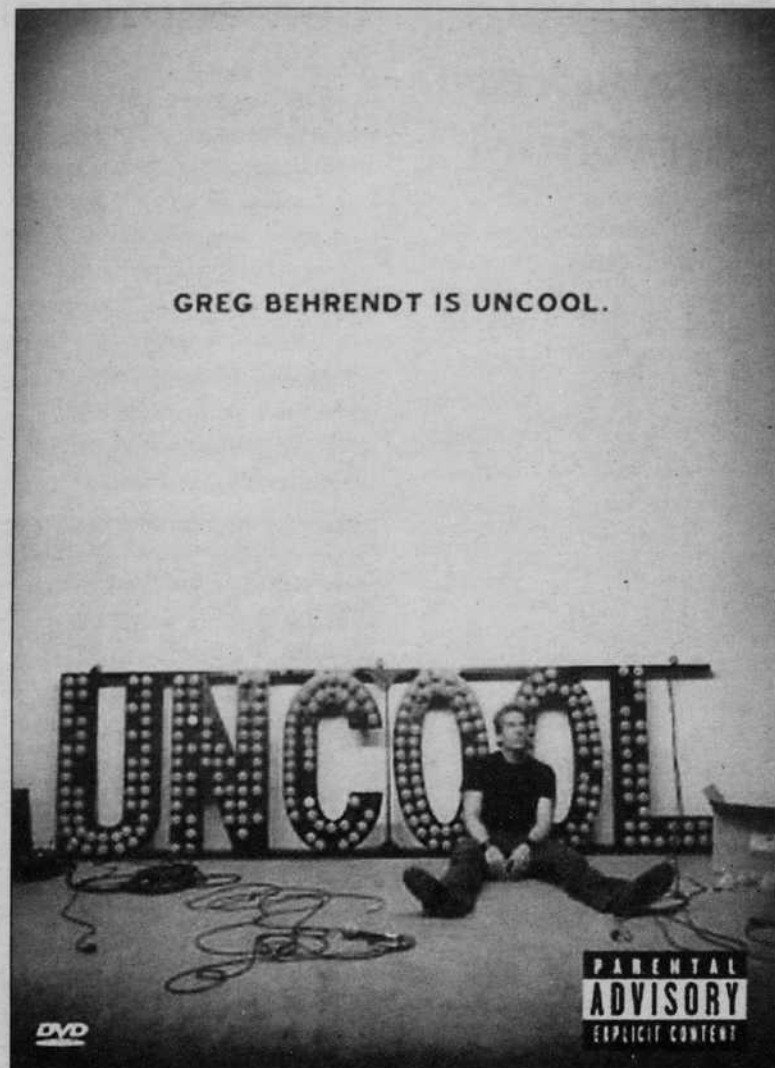
series "Sex and the City." A consultant on the show, Behrendt was the token straight male in a group of seven women and two gay men.

During one story meeting, a female staff writer was talking about a man she had dated who had failed to call her after their evening together. Behrendt remained cautiously quiet while the other women in the room tried to bolster her confidence with excuses for the man. However, his silence soon drew the ladies to him like a teacher to a student who's staring at the ceiling because he doesn't know the answer to a question.

When they requested his opinion, he opted for honesty, which may have very well been the best decision of his life. "Maybe he's just not that into you," Behrendt said, coining a line that would later be deemed one of People magazine's best catch-phrases of 2004. The words of wisdom quickly worked their way into an episode of the series and soon after, they became the title of a book, "He's Just Not That Into You: The No-Excuses Truth to Understanding Guys," co-authored by Behrendt and "Sex and the City" writer Liz Tuccillo.

Since then, Behrendt has made numerous public appearances on shows like "Late Night with Conan

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GREG BEHRENDT IS UNCOOL.

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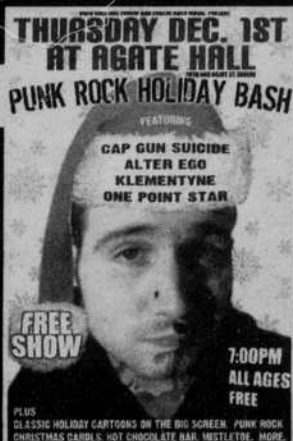
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