

Mobile Dating for a Mobile Generation

DatingDirect.com Partners with Vodafone to offer the UK's Leading Dating Service via Mobile Phone

London, 9th July 2007 – DatingDirect.com, the UK's largest dating service¹, today announced a new partnership with Vodafone UK, which will see DatingDirect.com become the first internet dating service to feature on the Vodafone Mobile Internet service. Through this exclusive partnership consumers² will be able to access DatingDirect.com from the *Community* section of Vodafone Mobile Internet and enjoy the full dating experience with the benefit of mobile convenience.

As the first UK mobile operator partnership for DatingDirect.com, Vodafone will be able to offer its UK customers quick and easy access to the UK's most popular online dating service and its database of 3.5 million active members.

Both new and existing users of DatingDirect.com can now enjoy remote access to the service through Vodafone. Singles no longer need to be sat at their computer to use DatingDirect.com, even the initial sign up process can be completed entirely via their mobile phone.

With a platform specifically developed and optimised for the mobile phone, users can experience the same DatingDirect.com interface and functionality, browsing images and profiles and even managing their own content, including uploading photographs and adding new text.

For increased convenience, members receive alerts to notify them when another member has visited their profile, following which they can choose to reply via email, or even chat live with other members, using their mobile phone.

"This distribution partnership with Vodafone, the first under the new DatingDirect.com management team, is a ground breaker in the UK for a leading online dating company" stated Alistair Shrimpton the newly appointed Managing Director of DatingDirect.com. *"As the European market leader for dating services we recognise the importance of bringing innovative new services to the market. We understand that consumers demand more convenience and mobile services to complement their increasingly mobile lifestyles. This is DatingDirect.com on your mobile, anyplace, anytime, in partnership with the world's largest mobile operator."*

The announcement of this partnership coincides with the introduction of a new web platform for DatingDirect.com. In addition to a new Web 2.0 interface, the site now boasts a myriad of new functionalities including, Instant Messenger chat, personal photo albums, enhanced profiles and search facilities and video calling using a webcam.

¹ ComScore Audience Figures : May 2007

² The service is only available to consumers over the age of 18 years

Shrimpton continues *“This partnership confirms the quality of the service we are proposing to our users and highlights the recognition that we have earned with regards to the stringent moderation and safety processes associated with DatingDirect.com – an essential requirement for a mobile operator”.*

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About Dating Direct.com

Established in 1999, DatingDirect.com is the UK's largest online dating service (ComScore audience figures : May 2007) with over 3.5 million active members. As the pioneer for online dating in the UK, the service has empowered thousands of singles to find love online. With a new platform introduced in June 2007, members can take advantage of a host of advanced tools including Instant Messenger chat, video calling and a more comprehensive search facility including personalised tests and personal photo albums. Because safety is DatingDirect.com's mantra, the dedicated UK customer service team and advanced automated security systems ensure that all communication takes place in a secure and responsible way.

DatingDirect.com is part of the MEETIC group of companies. MEETIC is listed on the Euronext exchange and is the European leader in subscription based online dating, Through the Meetic platform DatingDirect.com now offers its users access to over 25 million members across Europe and is available in 12 Languages.

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