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Meetic signs a distribution agreement with the four 4 radio stations of the NRJ group

The leading European provider of online dating services will be managing online dating services for the radio stations NRJ, ChérieFM, Nostalgie and Rire & Chansons

Meetic, the leading European provider of online dating services, has just signed a partnership agreement with e-NRJ, the dot.com subsidiary of the NRJ group, under which it becomes the exclusive provider of dating services at the web sites of the group's 4 radio stations. Meetic is now available on the following portals: www.nrj.fr, www.nostalgie.fr, www.cheriefm.fr and www.rireetchansons.fr.

As part of its new strategy to distribute contents through many different channels, e-NRJ has decided to partner with MEETIC in order to offer users the dating services of the French and European leader in the online dating segment (with 2.308 million unique visitors in France alone; *Source: Comscore, October 2006*).

In addition to meetic, the web sites of Nostalgie, Rires & Chansons and Chérie FM will also provide dating services based on psychological affinities under the Ulteem by Meetic brand. This service has already attracted over 500,000 members in France and is the leader with 189,000 unique visitors (*Source: Nielsen, October 2006*).

The wealth of products offered by meetic allow it to provide dating services geared to the audience structure of each radio station of the NRJ group.

"This partnership between meetic and e-NRJ is also a meeting between two companies with common values and the shared wish to offer customers services with high value added," says Nicolas Wolikow, meetic Marketing Director.

The deal confirms the relevance of meetic's proactive partnership strategy in France and Europe. Meetic currently markets its products in partnership with almost 100 internet, mobile telephony and media players around the world.

"This French partnership with NRJ illustrates meetic's growing capacity to forge partnerships with both internet players and media groups, creating new opportunities for our group in the entire world," concludes meetic CEO Marc Simoncini.

About MEETIC, the European online dating leader (www.meetic-corp.com)

Four years after its commercial launch, MEETIC manages seven products (Meetic, Meetic Mobile, Ulteem, Superlol, Lexa, ParPerfeito and eFriendsNet) and markets two highly complementary economic models in the dating market, one for use on the internet, the other for mobile phones. MEETIC is the undisputed leader on the European online dating market with 25.4 million profiles registered on the Meetic site alone since its creation and the largest European audience share* with 18.20% in August 2006 (source: Nielsen/NetRatings) and 8.48 million different visitors in August 2006 (source: Comscore). MEETIC is established in 13 European countries, China and Brazil, and available in 11 languages. From inception the group has pursued a clear leadership strategy focusing on quality, innovative marketing and perfect technological expertise. MEETIC works hard to optimise service quality and to satisfy every possible expectation of its European subscribers. In 2005, MEETIC posted sales of €43m and net profit of €5.7m.

* The audience share is calculated as follows: (number of different visitors at the site x time spent at site) / (number of different visitors in the dating category x time spent in this sub-category) x 100.

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