

## JOHAN KLAESSON APPOINTED HEAD OF INTERNATIONAL OPERATIONS

Boulogne-Billancourt, 7 March 2007

Meetic, the European leader in online dating, today announces the appointment of Johan Klaesson as Head of International Operations.

**Possessing substantial experience in terms of Internet service development strategy, experience confirmed by a successful assignment lasting more than 6 months across the Northern Europe zone for Meetic, Johan Klaesson will contribute to accelerating Meetic's market share gains abroad.**

An expert in marketing, Johan Klaesson began his career in March 1998 in Sweden, where he was Head of Marketing with Viasat Broacasting, Net Entertainment and Svenska Torget, the first and largest e-commerce portal in Sweden. With excellent results in terms of increasing traffic, the result of an innovative strategy based on developing partnerships, Johan integrated the Tiscali group in March 2003 as an Internet marketing specialist. From October 2005, he was in charge of the development of Internet services across Europe. Johan joined the Meetic group in July 2006 as Country Manager for Northern Europe. Under his impetus, Meetic, which recently acquired a presence in Sweden, rapidly gained market share and signed numerous partnerships.

Henceforth Head of International Operations, Johan will be responsible for the implementation of the Group's strategy in Europe and the rest of the world. He will notably manage all local teams and their coordination with the Group's head office. Johan will also now be a member of Meetic's Executive Committee.

Philippe Chainieux, Managing Director of Meetic, says: "*Johan Klaesson is a recognised expert in online marketing and has already proven, through his previous assignment within the Group, his perfect suitability and his understanding of Meetic's stakes and issues. With the Group having carried out no less than 4 acquisitions in Europe and elsewhere in the world over the last 18 months, the creation of the position of Head of International Operations and Johan's appointment reflect our firm intention to make international activity our priority by giving ourselves a new organisation of a size adapted to a continuation in buoyant growth.*"

### **About MEETIC, the European online dating leader ([www.meetic-corp.com](http://www.meetic-corp.com))**

Five years after its commercial launch, MEETIC manages eight products (Meetic, Meetic Mobile, Ulteem, Superlov, 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 28.5 million profiles registered on the Meetic site alone since its creation and the largest European audience share\* with 19,49% in December 2006 (source: Nielsen/NetRatings) and 6.538 million unique visitors in December 2006 (source: Comscore). MEETIC is established in 15 European countries, China and Brazil, and available in 12 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 2006, MEETIC posted sales of €78.8m.

\* Audience share is calculated as follows: (number of unique visitors to the site x time spent on the site) / (number of unique visitors under the category "dating" x time spent on this subcategory) x 100.

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**2006 annual results:  
27th March 2007 (after market)**