

Boulogne-Billancourt, 3<sup>rd</sup> January 2006

## **MEETIC, the European leader in online dating, announces the launch of Superlol<sup>®</sup>**

Following the recent launch of Ulteem by Meetic, the online dating site based on psychological affinities, Meetic is now launching Superlol, the first mobile community network. This launch is part of the group's strategy of creating a global online services offer aimed at the main segments of the internet-using population.

Created for 18-25 year olds, Superlol is innovating by bringing together, within a single product available via mobile phones, all the standard services used by young people to converse and to extend their network of friends. Superlol is the first community service to mix social networking (network of friends) and the "managing" of groups and/or communities associated with an instant messaging tool and in full interaction with mobile phones.

### **The first moderated Mobile Community Network**

Superlol's principle consists in bringing together members with similar tastes, similar passions or with friends in common. Connected members will be able to converse both from a computer and on their cell phones via WAP technology within a secure environment. Superlol's strength is that it enables its members to contact their own network of friends anywhere and at any time.

Simon Berger Perrin, Superlol Product Manager at Meetic, says: *"Meetic is happy to announce its entry in the interactive mobile services market. Superlol's ambition is to impose a reference brand in its universe, as has been the case with the meetic phenomenon in online dating services"*.

Superlol will have moderators, just like Meetic, thus offering users the possibility to converse in total security within their group of friends, friend's friends, etc. The current organisation and the know-how of Meetic's teams will allow public content to be moderated; all photos and personal ads will be validated by the company's team of moderators before publication.

### **Promising distribution agreements**

#### **Effective partnerships for Meetic with around ten prestigious European telcos**

During the last 4 years, Meetic signed partnerships for its meeticMobile offer with the main European mobile operators. Meetic will rely on this network to deploy Superlol across European mobile networks.

*"Our mobile phone partners will thus benefit from the advantages of an innovative service with substantial growth potential"*, adds Simon Berger Perrin.

Superlol will be available on [www.superlol.com](http://www.superlol.com) and within the Gallery portal of 3 French mobile operators. The mobile user will get access to the mobile community network by sending an sms on the number 30130 (normal SMS message price) with the text "SUPERLOL" or via wap subject to mobile compatibility with the Gallery service.

### A strong network of partnerships in Europe

Superlol will be launched on the subscriber base of the Meetic sites and through its network of partners in Europe.

The service will then rapidly become available in all the main countries where Meetic already operates.

*"Superlol already possesses major traffic leverage because of the user bases of Meetic (over 30% are under 25) and of Friendset, a social networking site launched in 2003 that has allowed us to acquire the expertise required for the development of Superlol and which currently has some 300 000 members – who will be the first users of Superlol", concludes Simon Berger Perrin, Superlol Product Manager at Meetic.*

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

Three years after its commercial launch, MEETIC has established itself as the European leader in online dating, with over 13.9 million profiles registered since its creation and the highest audience share\* in Europe: 23.16% in September 2005 (source: Nielsen/NetRatings). MEETIC is present in 13 European countries and is available in 9 languages. Following, ever since its creation, a clear European leadership strategy based on a quality-first policy, innovative marketing and perfect technological know-how making it possible to manage a database of more than 2.2 million 30-day active profiles, the company is intent on permanently improving its services and meeting even more fully the various expectations of its European subscribers. MEETIC has launched a new offer – ULTEEM – exclusively available on <http://ulteem.meetic.fr>. MEETIC recorded 2004\*\* earnings of €21.3 million and net profit of €2.7 million\*\*, whilst earnings for the first 9 months of 2005 totalled €29.7 million.

\* 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.

\*\* The company has experienced financial years of varying lengths since its creation, and the 2004 figures quoted in this document are taken from 12-month pro forma results.

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