

## Meetic further increases its presence in Sweden

### Meetic announces the signing of more exclusive partnerships with two major players in Sweden

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Meetic, the European leader in online dating, is continuing its offensive on the Swedish market, and announces the signing of 2 new exclusive partnerships with two major players on the Swedish market:

- **Telia:** the n°1 telco in Sweden, and leading ISP in that country, has decided to entrust meetic with the dating chain of its *Telia Startsidan* portal. Meetic will thus replace match.com, which was thus far Telia's dating chain operator. Furthermore, on top of the exclusive Web partnership, meeticmobile will also be distributed on Telia's mobile site, *Telia Surf Port*
- **Passagen:** Sweden's leading community site, with an audience of over a million unique visitors a week, will offer meetic's online dating service to its users, replacing its current proprietary service "Dr. Love" (Dr. Kärlek). Meetic will be able to access Dr Kärlek's current user base and will benefit from substantial promoting on the passagen.se site.

*"These strategic partnerships in Sweden prove the appeal of meetic's services, our marketing know-how and our capacity to sign agreements with major players on this market"* comments Johan Klaesson, meetic's Northern Europe Manager.

*"In accordance with our market plan, we are accentuating our presence on the Northern European markets, and notably the Swedish market where our ambition is to become a major online dating player. After having opened an office in Stockholm and set up our marketing strategy, the signing of these new partnerships will enable us to significantly increase our database, our renown and our market share in Sweden"* says Philippe Chainieux, meetic's Managing Director

**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 unique visitors in September 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.

\* 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.

**MEETIC****Chief Financial Officer**

Sandrine Leonardi

Tel: +33 (0)1 58 17 05 70

investisseurs@meetic-corp.com

**MEETIC****Press Relations**

Virginie Andouard

Tel: +33 (0)1 58 17 05 77

v.andouard@meetic-corp.com

**NewCap****Financial communication**

Emmanuel Huynh / Pierre Laurent

Tel: +33 (0)1 44 71 94 94

meetic@newcap.fr

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**2006 annual turnover will be published  
on February 13<sup>th</sup> 2007, after market**