

Ulteem: French market leader in online psychological dating.

As ulteem breaks through the 500 000 registrations barrier, a version incorporating video will be launched in the coming days.

Boulogne-Billancourt, September 26th 2006.

Meetic, the European leader in online dating, announces that its ulteem service, deployed in a number of European countries over the summer, has already recorded 500 000 registrations and is now top of the French market, with 232 000 unique visitors (ahead of Parship, with its 82 000 unique visitors, and be2, with its 56 000 unique visitors), (source Nielsen//NetRatings August '06).

Ulteem has been successfully launched in France, Spain, Italy, Germany, the United Kingdom, Belgium and Switzerland, with the Netherlands, Sweden and Brazil due to follow shortly.

Lastly, ulteem will soon benefit, in the coming days, from a service allowing its subscribers to send and view personalised video classified ads.

“With the setting up of these personal ads, ulteem’s subscribers will be able to benefit from the possibility of enriching their profile, introducing themselves by video and viewing the video ads of profiles they have the most affinity. Furthermore, ulteem will offer an extremely user-friendly interface that will enable people to record clear and fluid sequences with a single click. We are using this opportunity to accelerate our innovation policy, and are continuing with our intention of offering our subscribers services with value added that continually improve the quality of the site and their user experience”, said Nicolas Wolikow, meetic’s Marketing Manager.

“Less than three months after the site’s deployment across Europe, we are recording excellent results, and we are very happy that ulteem, notably thanks to our network of partners that has begun to distribute it (yahoo, free or orange, for example), already leads the French market. Our aim is to be n°1 across Europe on this segment, bearing in mind that as things stand there is no significant player on this segment outside the German market. Lastly, we will capitalize on a number of developments implemented for ulteem in the new version of meetic (“meetic V3”), on which we have been working for several months and which will be launched during the first quarter of 2007. This complete upheaval in meetic will provide numerous improvements to the existing service, as well as functionalities with high added value. Furthermore, new Premium offers, giving subscribers access to exclusive functions, will be added to the current offers, which will also be improved, and this should further contribute to the strengthening of meetic’s business model in 2007”, said Marc Simoncini, CEO of meetic.

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 22.5 million profiles registered on the Meetic site alone since its creation and the largest European audience share* with 18.2% in August 2006 (source: Nielsen/NetRatings) and 8.3 million unique visitors in May 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