

MEETIC launches www.meetic.com.cn in China, in line with its market plan.

On the occasion of the launch of meetic.com.cn, MEETIC, the European leader in online dating today announces its continued Asian development

Boulogne-Billancourt, 31st July 2006

On 31st July, on the occasion of the Chinese Saint Valentine's Day, the day for lovers according to the Chinese lunar calendar, MEETIC is officially launching the Chinese version of its site: meetic.com.cn.

This launch operation follows the acquisition last January of eFriendsNet, the first joint network for mobile phone and online dating in China. In this way, Meetic China is maximising the synergies and expertise offered by the eFriendsnet teams.

This launch will enable MEETIC's Chinese subsidiary to diversify its revenues to encompass the internet, as eFriendsnet current revenues are mainly derived from its mobile phone activity.

Moreover, Meetic China will constitute a future springboard for growth of the MEETIC group and will serve as a platform for more widespread expansion in Asia.

Marc Simoncini, MEETIC's CEO and founder, states: "*MEETIC is very pleased to announce the launch of our own service on the Chinese market. Accordingly, this operation will strengthen MEETIC's presence and it demonstrates the marketing and technical synergies existing between our teams and those of eFriendsnet. We intend following this launch in China with further developments on the Asian continent and thereby confirm our intent to become a global player in the forthcoming years*".

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

Four years after its commercial launch, MEETIC runs seven products (Meetic, Meetic Mobile, Ulteem, Superlol, Lexa, ParPerfeito and eFriendsNet) and operates two very complementary business models in the dating domain, one based on Internet use and the other on mobile phone use. MEETIC has successfully established itself as the European leader in online dating with 22.5 million profiles registered for the Meetic product alone since its creation and the highest audience share* in Europe: 28.47% in May 2006 (source: Nielsen/NetRatings) and 8.3 million unique visitors in May 2006 (source: Comscore). MEETIC is present in 13 European countries as well as in China and Brasil, and is available in 11 languages. Pursuing, ever since its creation, a clear leadership strategy based on a quality-first policy, innovative marketing and perfect technological know-how, the company is intent on permanently improving its services and meeting even more fully the various expectations of its European subscribers. MEETIC recorded 2005 turnover of €43 million and net profit of €5.7 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.

Results for the first half of 2006 will be published on 23rd October 2006 (after market)

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