Online Personals Watch

Online Personals News and Commentary

Highlights

January-December 2005

Mark Brooks, 2/2/2006

Online Personals Watch

- Started June 2004
- 1000+ posts, 900+ comments
- Daily news updates
- Clipping service
- CEO interviews
- Site rankings
- iDate/OPW Insider Newsletter

Audience

- Executives and the press

Editor

- Remoba, Hypermatch, Friendster, Friendfinder, Diet, Cupid

Role

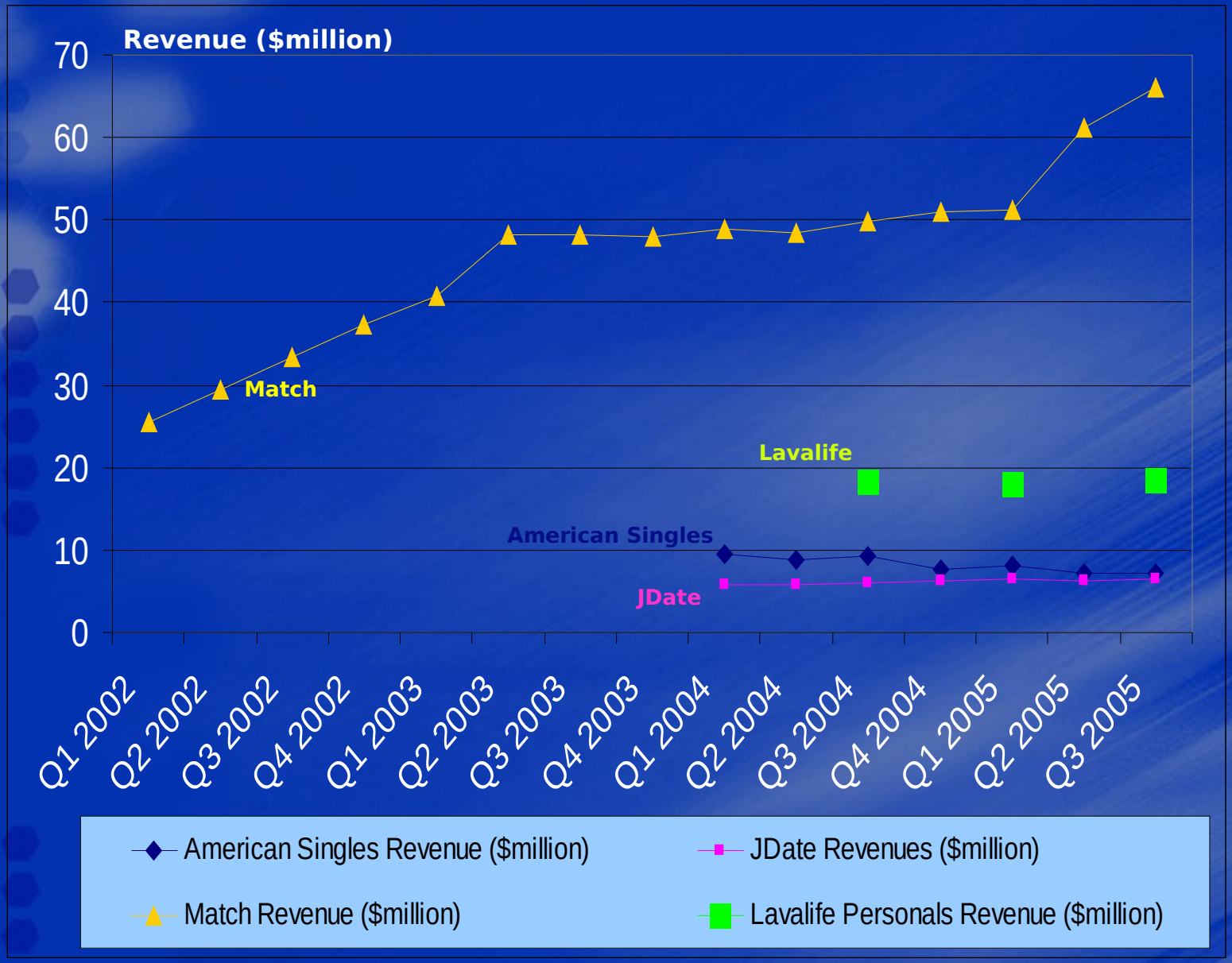
- Industry spokesperson

Online Personals Ranking

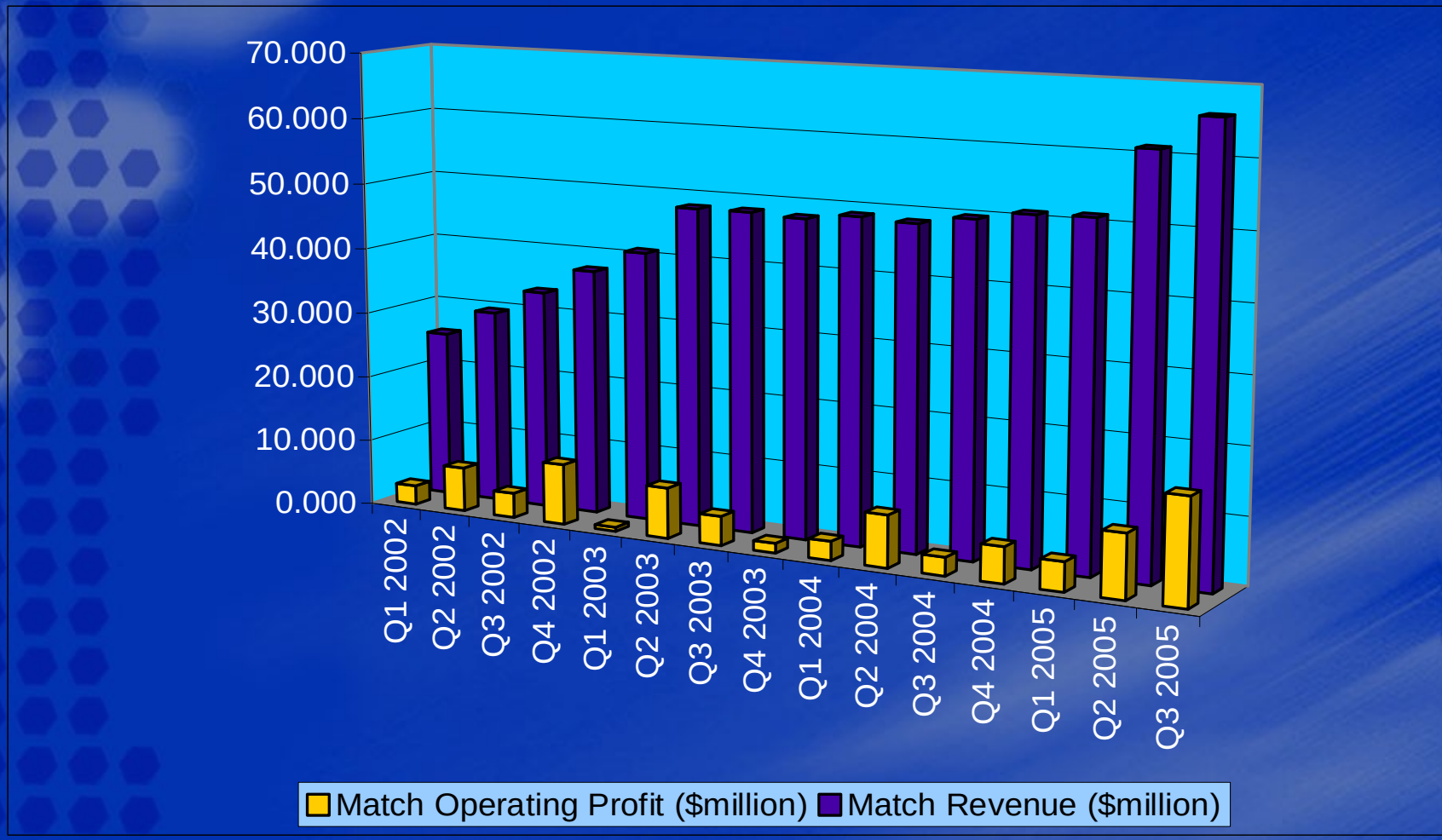
Top 15 Overall – Dec' 2005

Hitwise	Nielsen//Netratings
1. Yahoo! Personals (1)	1. Yahoo Personals
2. Match (2)	2. Match
3. EHarmony (4)	3. MSN Dating (Match)
4. Gay	4. TRUE
5. TRUE (8)	5. my Yearbook
6. American Singles (3)	6. American Singles
7. Plentyoffish	7. Mate1
8. Singlesnet	8. Tagworld
9. Mate1	9. eHarmony
10. Manhunt.net	10. Tickle Lovehappens
11. Blackpeoplemeet	11. Love Access
12. Hotornot (11)	12. Perfectmatch
13. MSN Match	13. Date
14. Cupid (14)	14. Crush Calculator
15. Perfectmatch (9)	15. eCrush

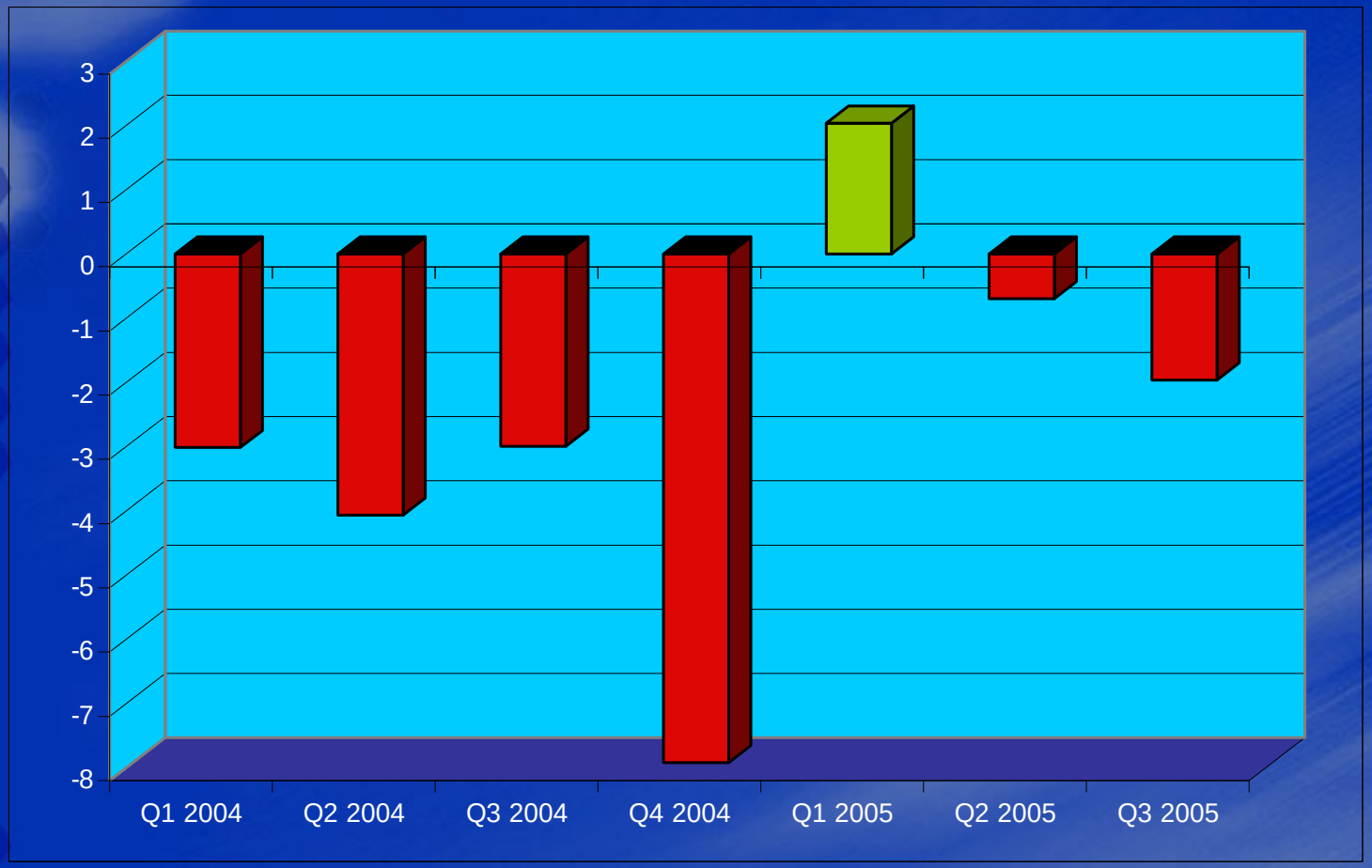
Industry Leaders Revenue



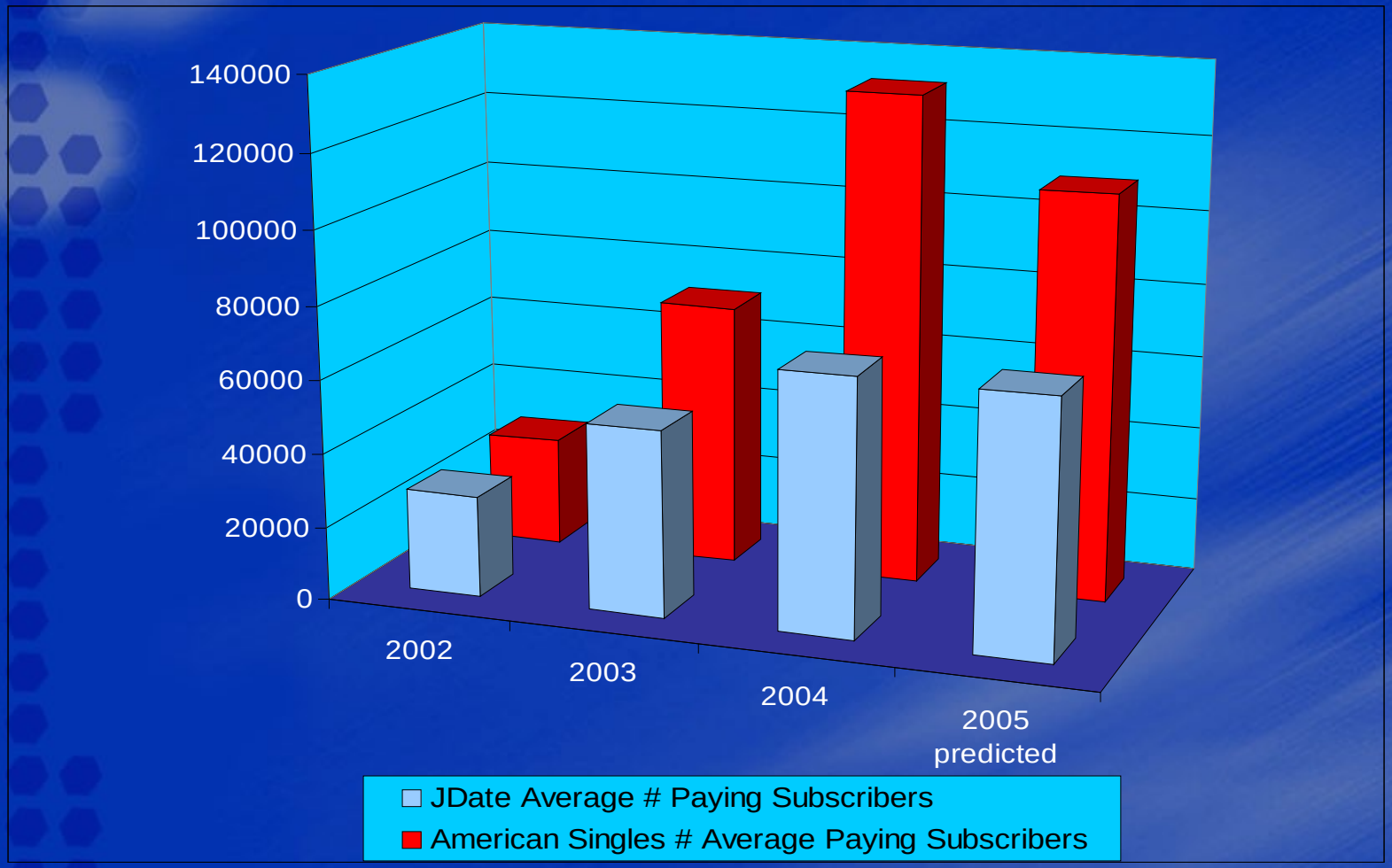
Match.com Revenue and Profit



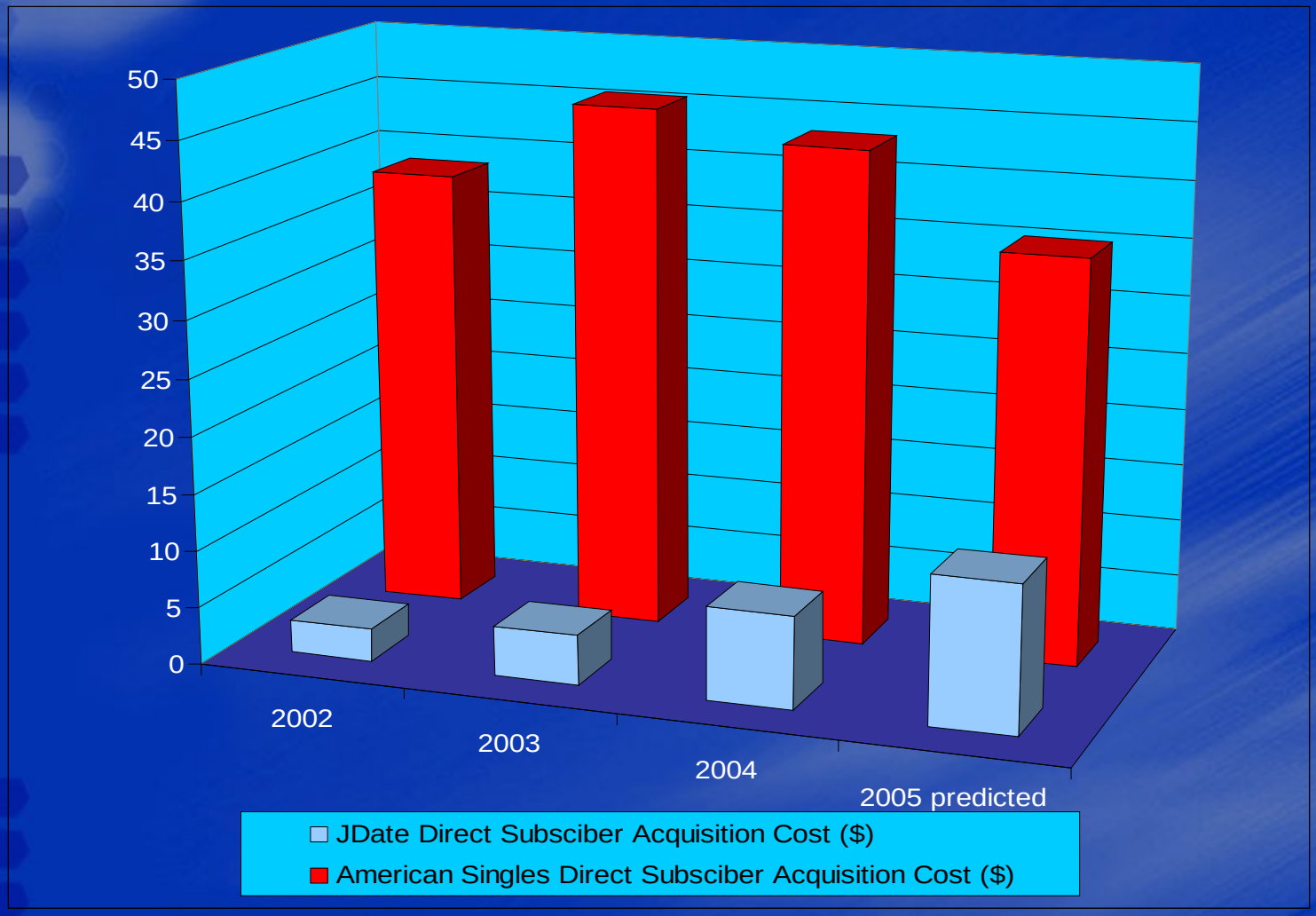
Spark Networks Operating Profit



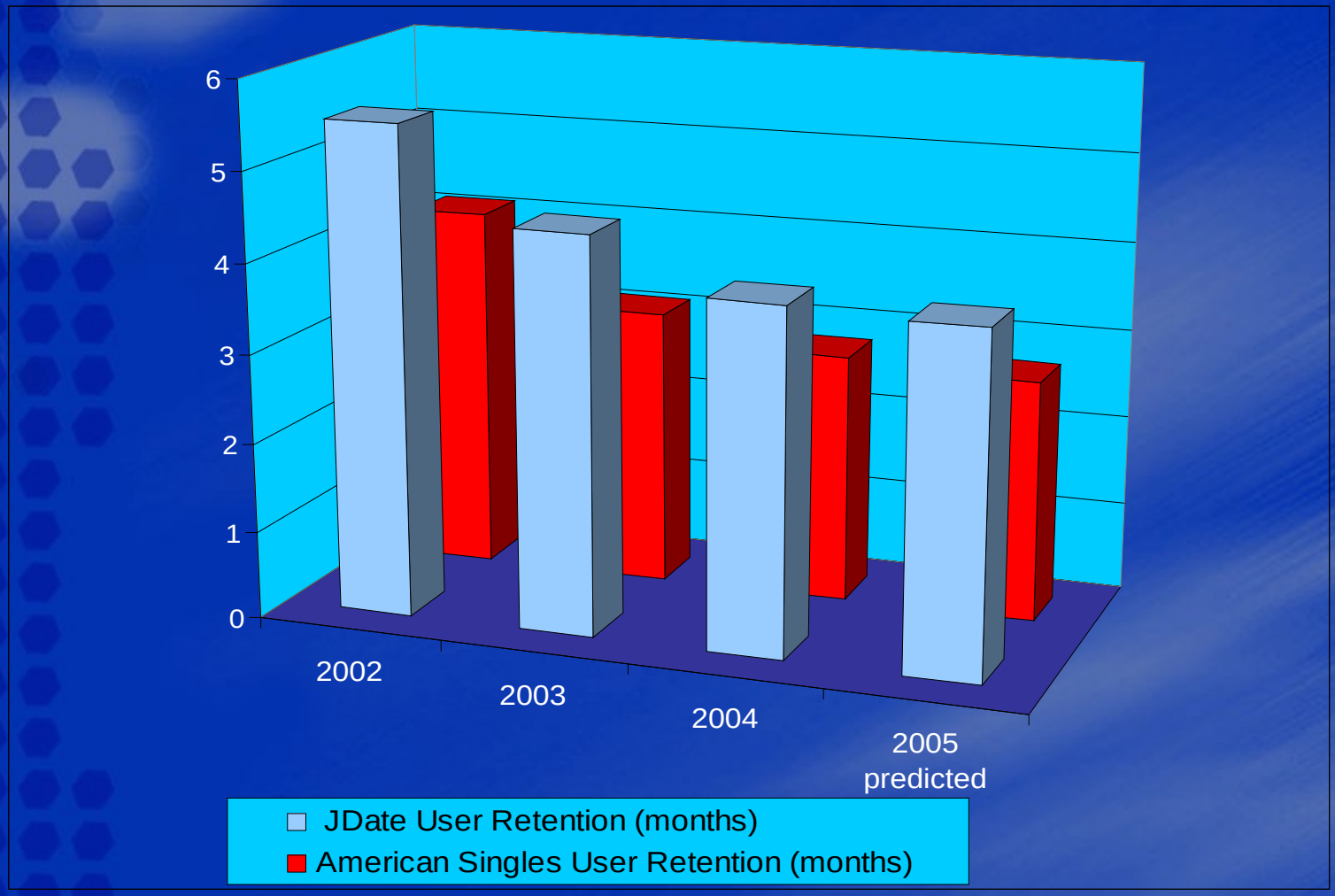
Spark Networks
Average # Paying Subscribers



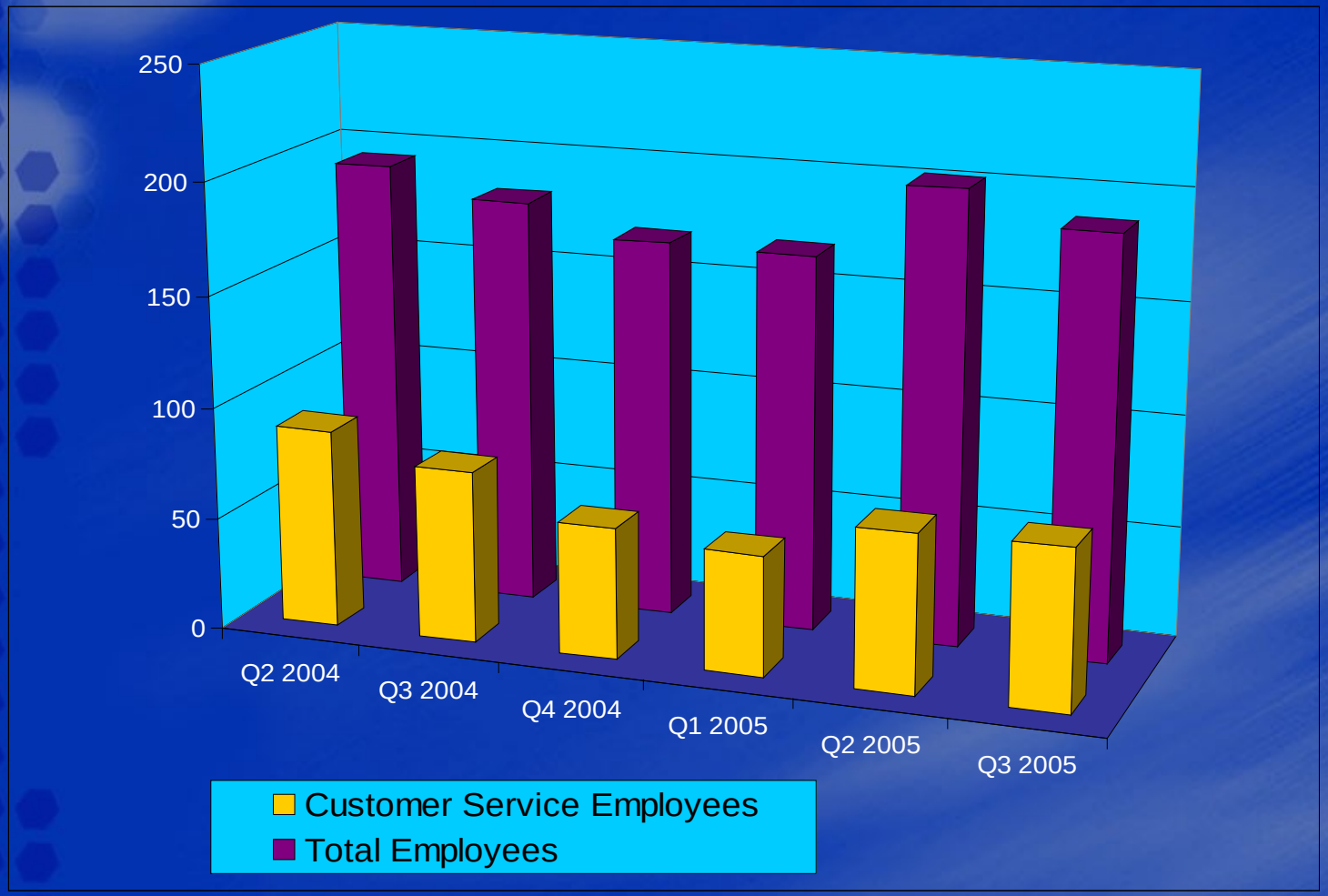
Spark Networks
Subscriber Acquisition Costs



Spark Networks
User Retention



Spark Network Employees



News Categories

OnlinePersonalsWatch.com

a.k.a. www.opw1.com

- The Big Deals
- **Industry Trends**
- **New Products and Services**
- International
- Off The Wall

Industry Trends

Social Networking

...Facebook, Myspace Up, Friendster Down
Yahoo 360, MSN Space, Lycos PLanet
Fropper, Meetup, Piczo, Linkedin

Wall Street Journal, Boston Globe, NY Times, CNET, USA Today, Business Week, CBS, ABC, SF Chronicle

Online Personals Rise and Fall and Rise

Jupiter Research

SF Chronicle, USA Today, Washington Post

Industry Trends

Niche Dating

MuslimMatcher, DatemyPet, AnimalAttraction, DatingForSmokers, Veggiedate, SingleParentsMeet, CFPersonals, PaganConnection, Disability-Dating, DateaLittle, TheAtlasSphere, MPWH.net, WorldSingles, FarmersOnly, ASoundMatch, MilitaryDate, GreenSingles, DeafSinglesConnection, TeamDating, FitSingles, DegreeDate

USA Today, SF Chronicle, Arizona Tribune, Washington Post, LA Daily News, San Jose Mercury News, Union Leader, Seattle Times

Seniors, Seniors, Seniors

NY Times, NY Daily News, Associated Press, CBS, USA Today, Toronto Star, Business Week, SF Chronicle

Events

Toronto Star, Red Nova, Business Week, SF Chronicle

Industry Trends

MatchMakers

**Its Just Lunch, Wingwomen,
The Right One, Together Dating, Elove**

USA Today, Miami Herald, Lansing State Journal

Scams

CBS, Arizona Republic, Internet Week, Associated Press, Reuters, Miami Herald, Macleans

Adult

Wall Street Reporter, Wired

New Products and Services

Anonymous Phone Calling

SexyAds Members Play It Safe with PrivateCall
- Press Release, Jan 12

Background Checks

Park Place Singles Offers Columbus Singles a Safer Way to Meet
- Press Release, Feb 24

Man Accused in Four Deaths Sought Internet Romance
- New York NewsDay, Mar 29

…Detroit News, Dallas News, LA Times, Associated Press, Business Week, Miami Herald, USA Today

…Safety Alternatives: Reputation
– Friendster, Truedater, Google, GreatBoyFriends

New Products and Services

Mobile

First Location-Based Dating in Korea
- Primezone, Sep 27

How Cellphones May Beat Computers as a Dating Service
- WSJ, Nov 3

Zogo.com, Anonymous Mobile Phone Based Dating
- CBS, Nov 30

Miami Herald, San Francisco Chronicle, CBS

…Hurrydate, Gay.com, WorldSingles

New Products and Services

Profile Improvement

Singles Hire Coaches to Improve Their Dating Game
- ABC, Aug 11

Safety? A Nice Photo? Help's Out There, For a Fee
- Sunday News, Oct 23

...More Content, Games, Phone Coaching, Verified Photos

CourtlandBrooks

Online Personals Marketing

Mark Brooks – 212-444-1636

mark@courtlandbrooks.com

Worked With:
- Friendster
- FriendFinder
- Cupid
- PreDating
- Hypermatch
- ...and more

Services
- Public Relations
- Business Development
- Marketing Strategy