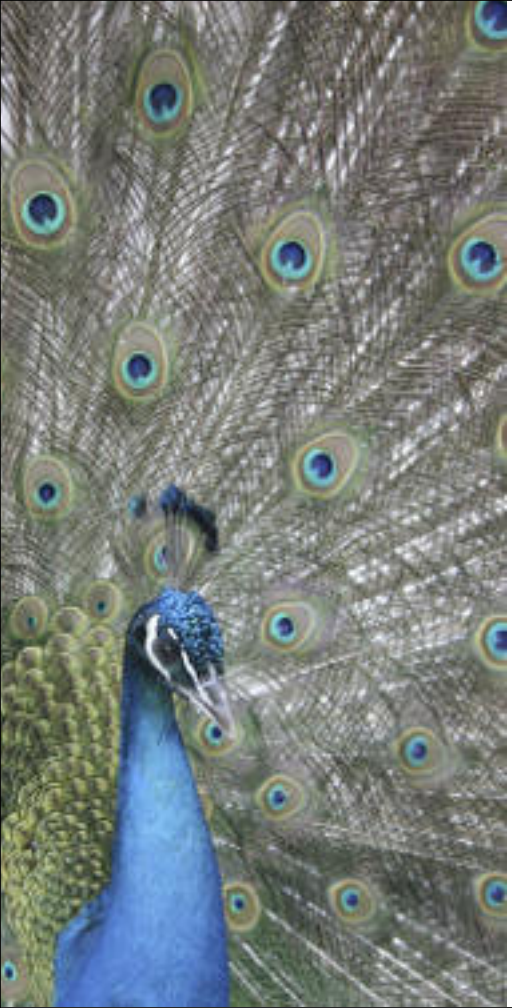

Online Personals Comes of Age

What the idating industry needs to do to survive the social networking industry threat.

ONLINE PERSONALS WATCH

Courtland Brooks

Mark Brooks: Case in point, the internet dating industry is leaving money on the table.

Jan 13, 2010 | Permalink | Comments (1) ShareThis

Agenda Finalized For The Internet Dating Conference

NEWSWIRE TODAY - Jan 12 - iDate2010 Miami is the largest single gathering of online dating CEOs, matchmakers, and social networking executives in one room. The event is on Jan 27-29th and online registration closes on Jan 22nd. Several pre-event sessions are on Jan 27th. This includes an intense session on search, a complete overview of the Online Dating Industry and an event for Matchmakers. The 75 minute closed-door session for buyers and sellers of dating sites, that will take place on Jan 27th, is designed to allow interested parties to meet early, prior to the conference. FULL ARTICLE @ NEWSWIRE TODAY

Jan 12, 2010 | Permalink | Comments (1) ShareThis

BlackPeopleMeet.com Launches Free Online Magazine

BUSINESS WIRE - Jan 12 - BlackPeopleMeet.com, the online dating site devoted to African-American singles, has launched BlackPeopleMeet.com Magazine, which is free and requires no membership. It is filled with insightful advice and perspectives to help single African-Americans navigate through the world of dating, love and relationships. FULL ARTICLE @ EARTH TIMES

See all posts on BlackPeopleMeet

Jan 12, 2010 | Permalink | Comments (0) ShareThis

Oxigen Partners With WDP To Launch MyCupid In India

NEWSWIRE TODAY - Jan 12 - MyCupid, a new matrimony site, launched in India by Oxigen, an IT-enabled multi- services platform, and World Dating Partners. A user can create a profile, update information, upload pictures and videos, chat and selectively allow others to browse their profiles. The payment for these services can be made through Oxicash, hence you don't need a Bank account or a credit Card to use the "paid for" services. FULL ARTICLE @ NEWSWIRE TODAY

See all posts on WorldDatingPartners

Jan 13, 2010 | Permalink | Comments (0) ShareThis

INTERNET DATING OFFICIAL RANKINGS

Internet Dating World Map

U.S. iDating Rankings

International Rankings

U.S.A. Hitwise - 11/09
1 PlentyofFish.com
2 Match
3 Singlesnet

U.K. Hitwise - 11/09
1 PlentyofFish.com
2 Gaydar
3 Match

Canada Hitwise - 11/09
1 PlentyofFish.com
2 Mate1
3 Match

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Ashley Madison

Avid Life Media

Blackbox Republic

Courtland Brooks

eLove.com

Fling

Hot or Not

Internet Dating Conference

iovation



Courtland Brooks

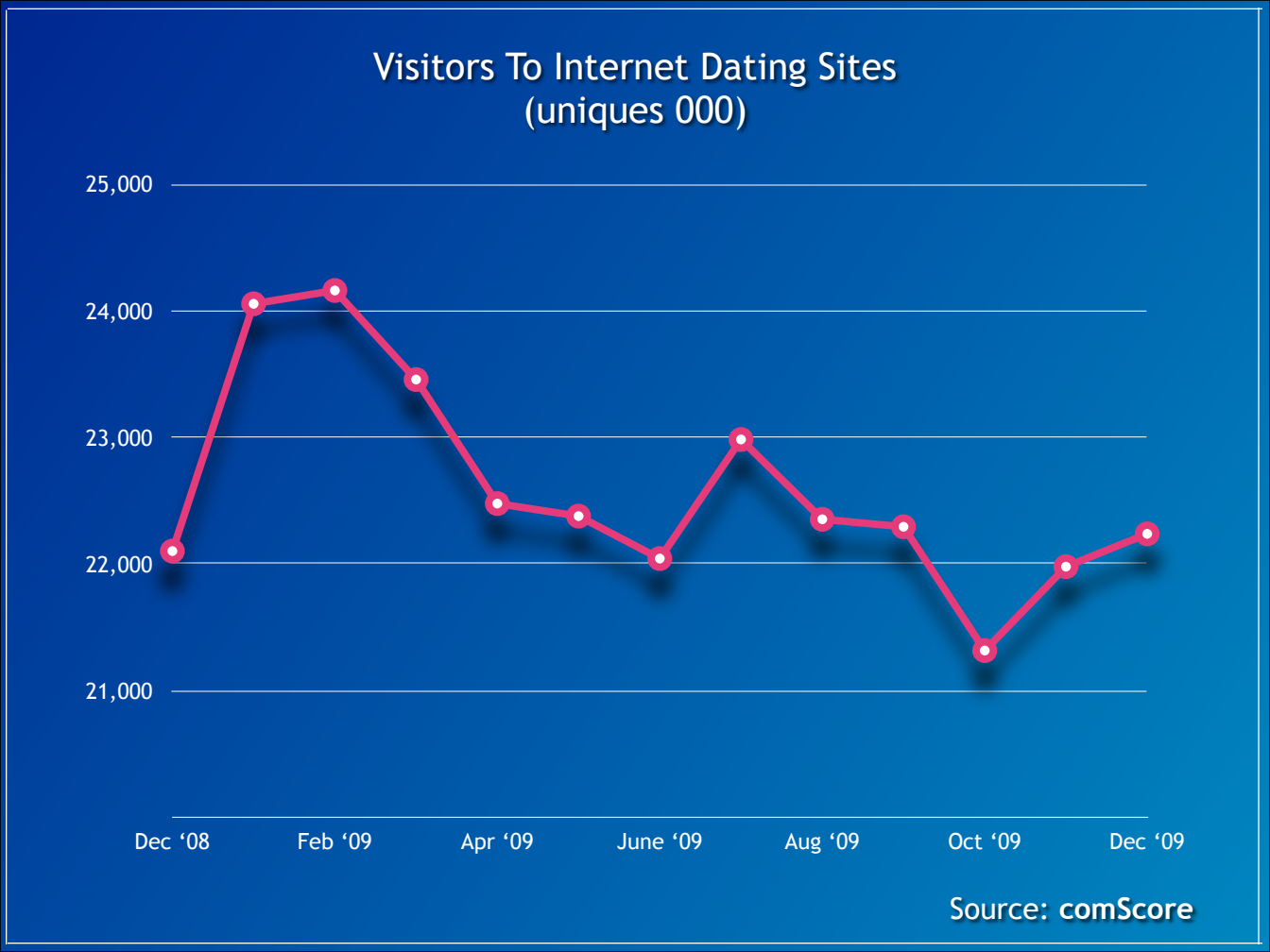
- ABOUT
- TEAM
- SERVICES & PRICE
- CLIENT LIST
- TESTIMONIALS
- IN THE PRESS
- CONTACT

Cupid Branding, PR, Acquisition and Integration of PreDating
Diet Community Design, Branding, PR, Business Development
EasyDate PR, M&A
Fling Affiliate Marketing
FriendFinder Branding, PR, Affiliate Management
Friendster Branding, PR, 'Friendster Exposed' Events
Ignighter PR, Business Development, Strategic Advisement
iovation Business Development
Manhunt PR, Business Development, Strategy
myPartner PR, Business Development, Strategy
OmniDate PR, Business Development, Strategy
PlentyofFish PR, Business Development
The Right One/Together Dating/eLove PR, Bus Dev, Strategy
TRUE PR, Business Development, Strategy
Wealthy Men PR, Business Development
Webdate PR, Strategy
White Label Dating PR, Business Development
WorldSingles PR, Business Development, Strategy

Internet Dating Conference Media Relations, Strategy, Speakers
Social Networking Conference Media Relations, Strategy

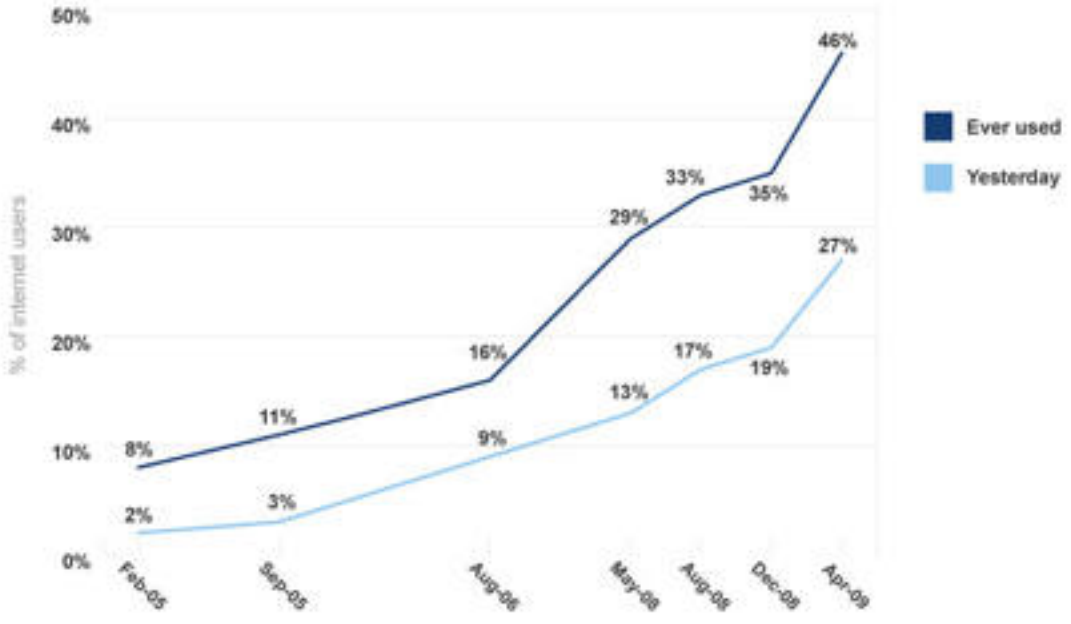
113 Million People

Everybody is doing it


Visitors To Internet Dating Sites
(uniques 000)
25,000
24,000
23,000
22,000
21,000
Dec '08
Feb '09
Apr '09
June '09
Aug '09
Oct '09
Dec '09
Source: comScore

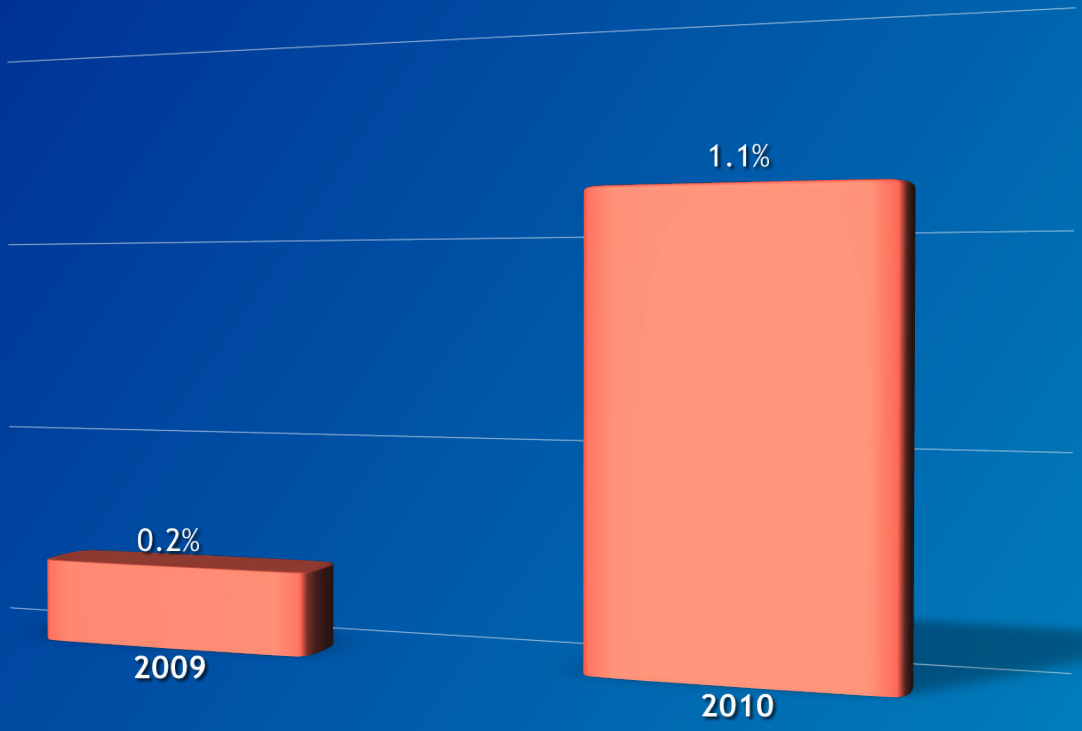
Growth in Adult SNS Use, 2005-2009

46% of online American adults 18 and older use a social networking site like MySpace, Facebook or LinkedIn, up from 8% in February 2005.

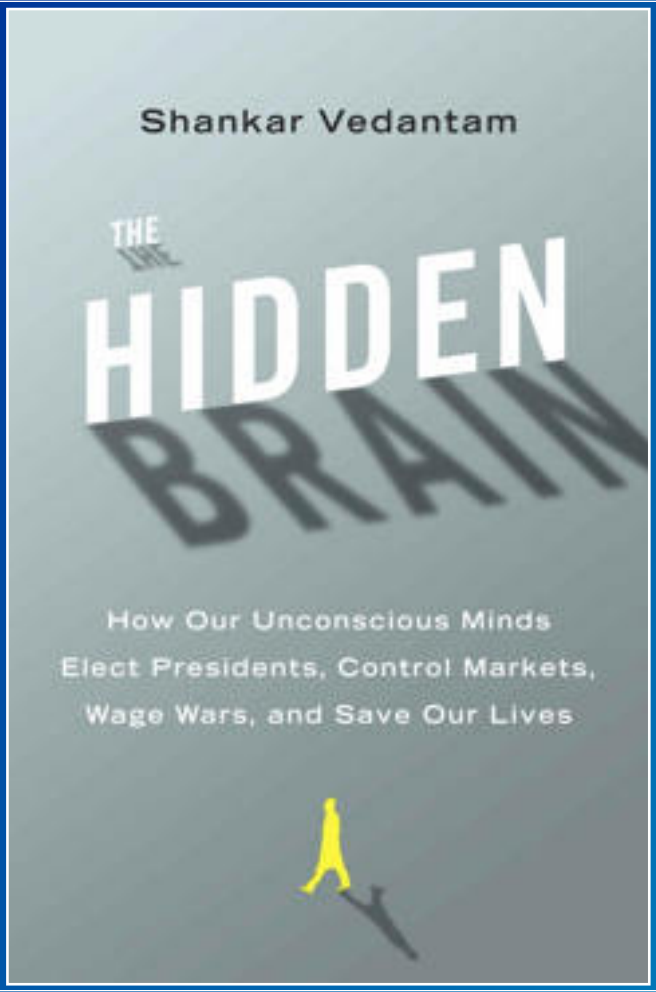


Pew Internet

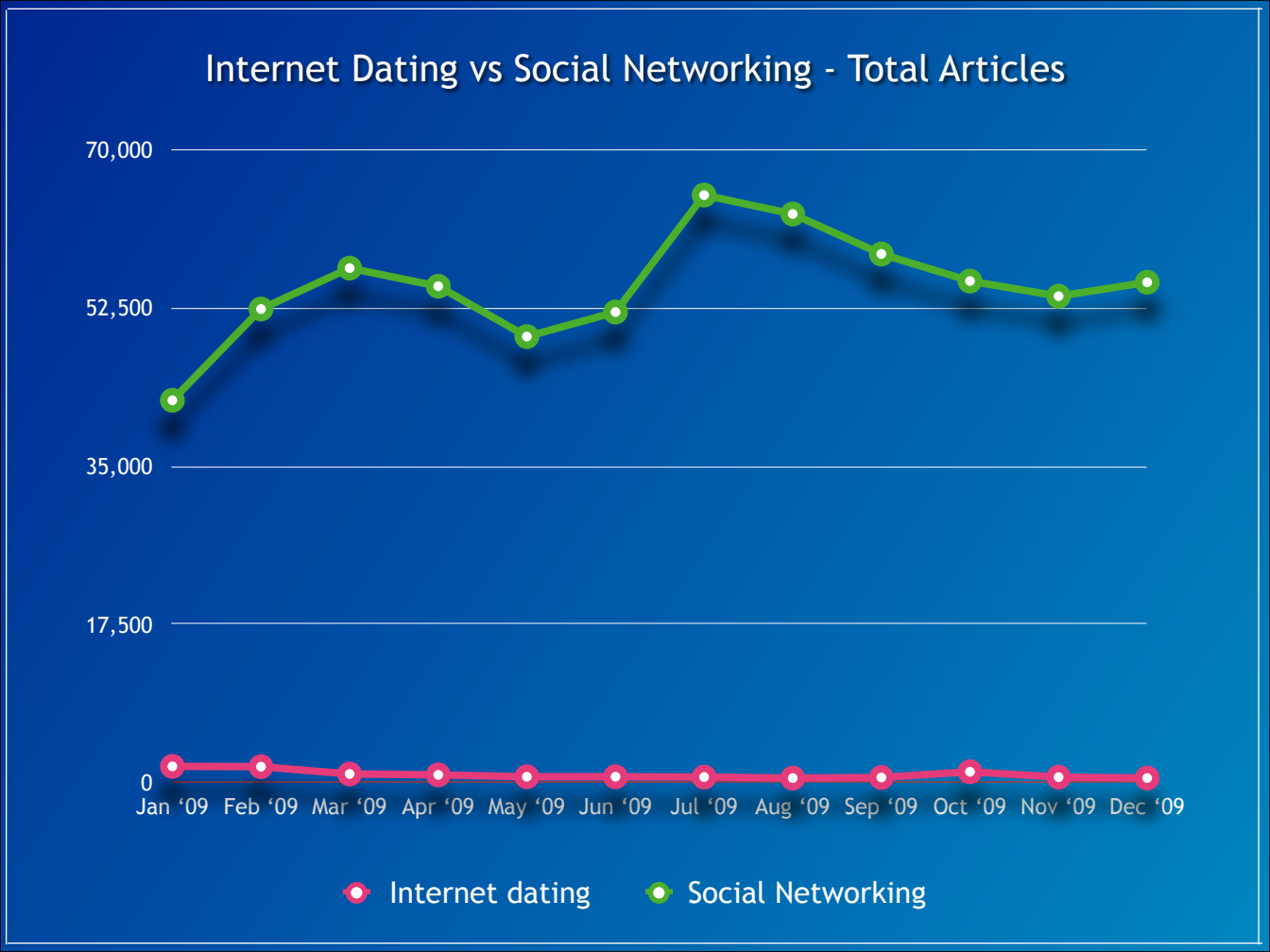
% of Users Expressing Interest In Sex On Facebook

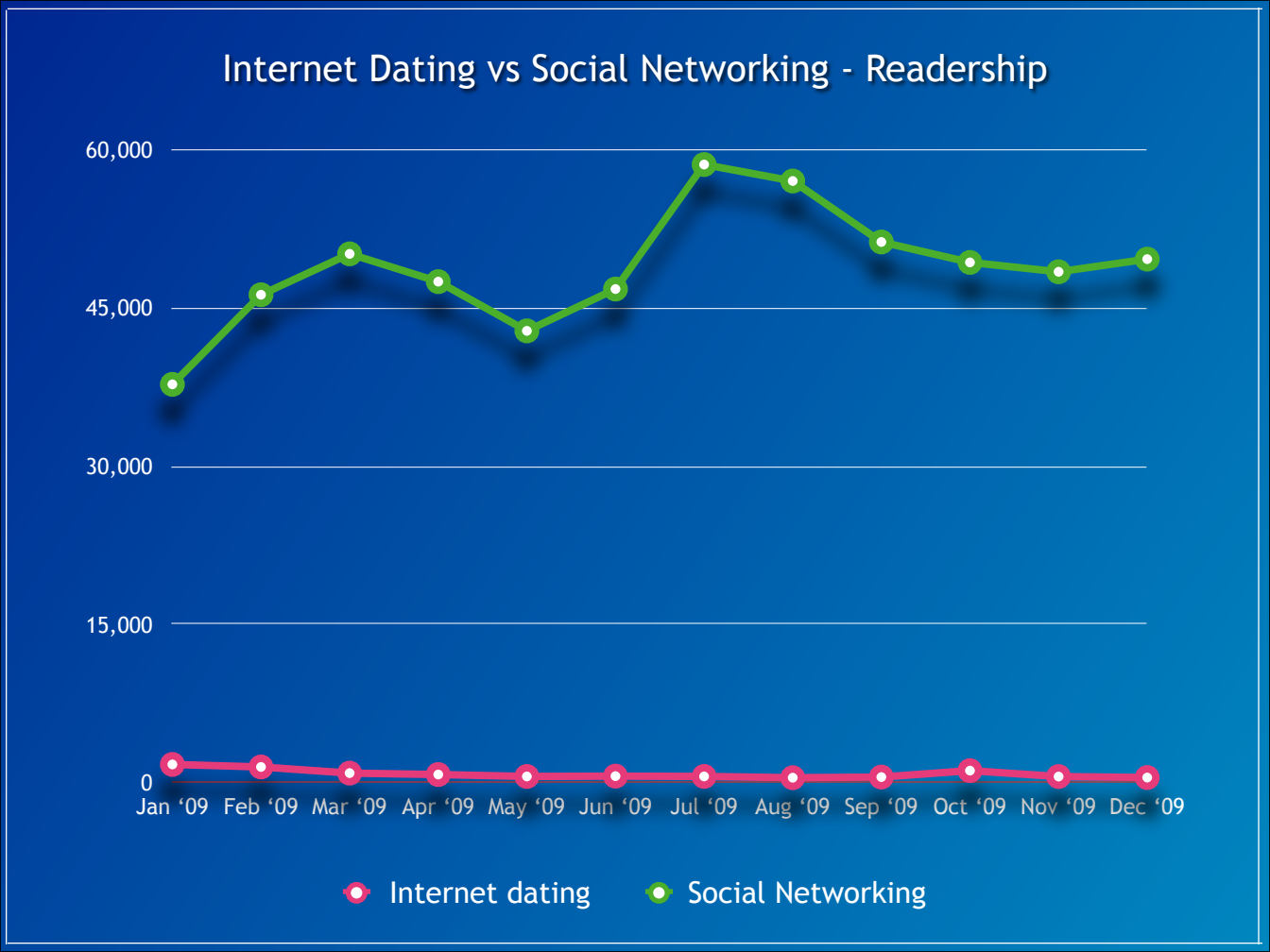


Source: **Facebook Social Ad Platform - Jan ’10**


Shankar Vedantam
THE
HIDDEN
BRAIN
How Our Unconscious Minds
Elect Presidents, Control Markets,
Wage Wars, and Save Our Lives




Internet Dating vs Social Networking - Total Articles
70,000
52,500
35,000
17,500
0
Jan '09
Feb '09
Mar '09
Apr '09
May '09
Jun '09
Jul '09
Aug '09
Sep '09
Oct '09
Nov '09
Dec '09
Internet dating
Social Networking


Internet Dating vs Social Networking - Readership
60,000
45,000
30,000
15,000
0
Jan '09
Feb '09
Mar '09
Apr '09
May '09
Jun '09
Jul '09
Aug '09
Sep '09
Oct '09
Nov '09
Dec '09
Internet dating
Social Networking


got milk?
Busy Body.
Actress, model, mother, health nut, spokesperson, role model. How does a busy mom get it all done? I exercise, eat right and drink milk. Studies suggest the nutrients in 3 glasses of lowfat or fat free milk a day can help maintain a healthy weight. Plus the protein helps build muscle for a lean body. Done.
milk your diet


socialmention*
Real-time social media search and analysis:



very happy...

Dating Since May 2009

KAYAK

Sign In | $ USD

« Hotels »
Flights
Cars
Deals
Vacations
Cruises
My Trips
Private Sale
More

Where (city, hotel name, address or landmark)

When (optional)
Check-in mm/dd/yyyy
Check-out mm/dd/yyyy
Guests 1
Rooms 1
Clear dates

Compare sites in new windows
☐ Hotwire ☐ Hotels.com ☑ Expedia ☐ Priceline

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Search

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Homes
Birds
See more

Items for Sale
Collectibles
Electronics



$800
Munchkin for for sale
3 minutes ago

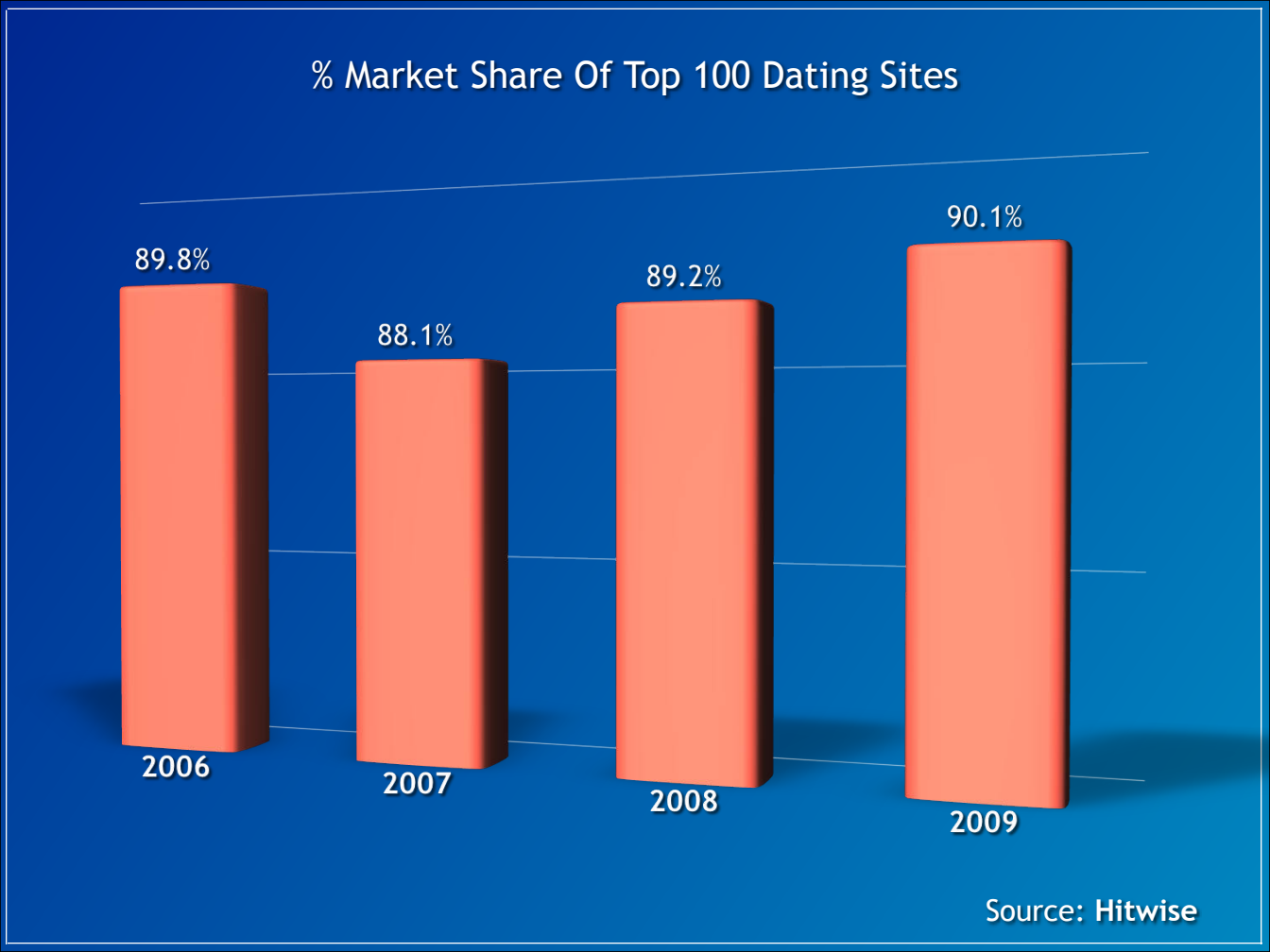


$200
Refurbished Computer...
11 minutes ago

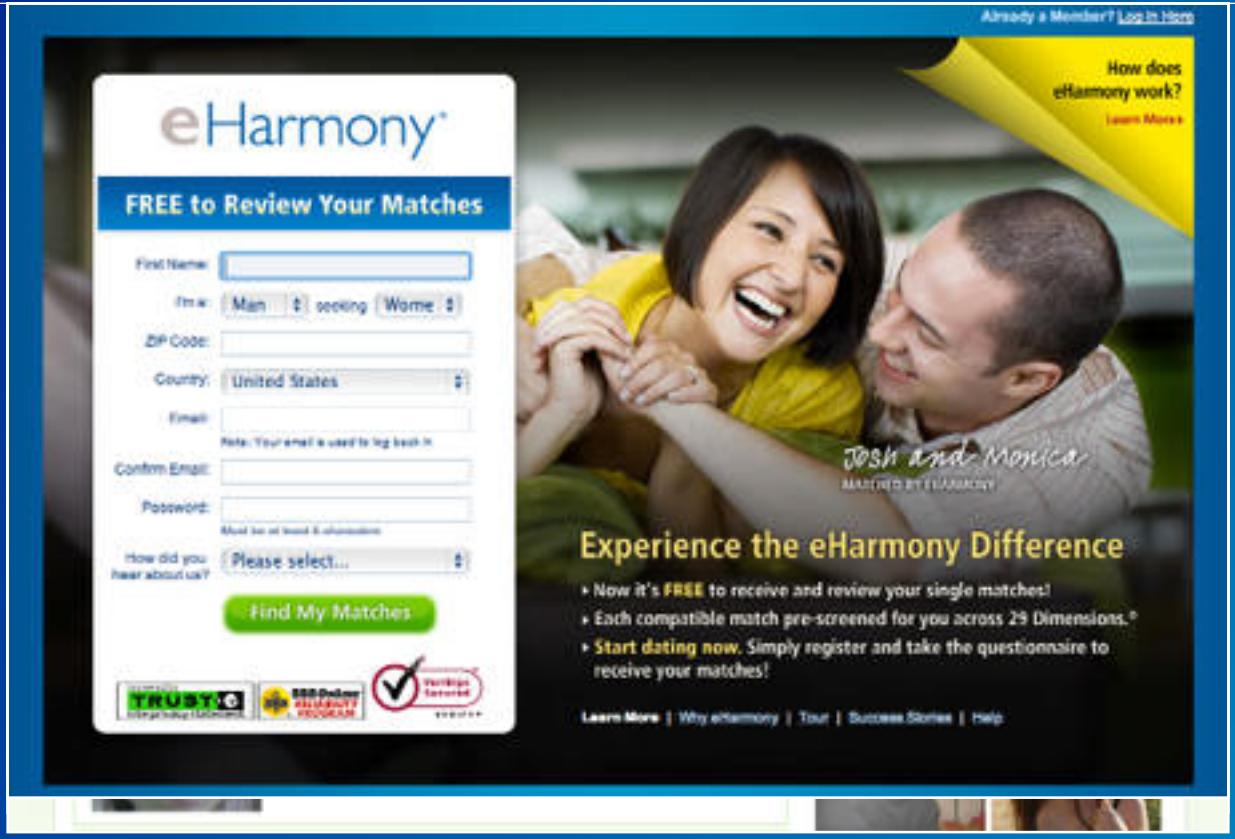


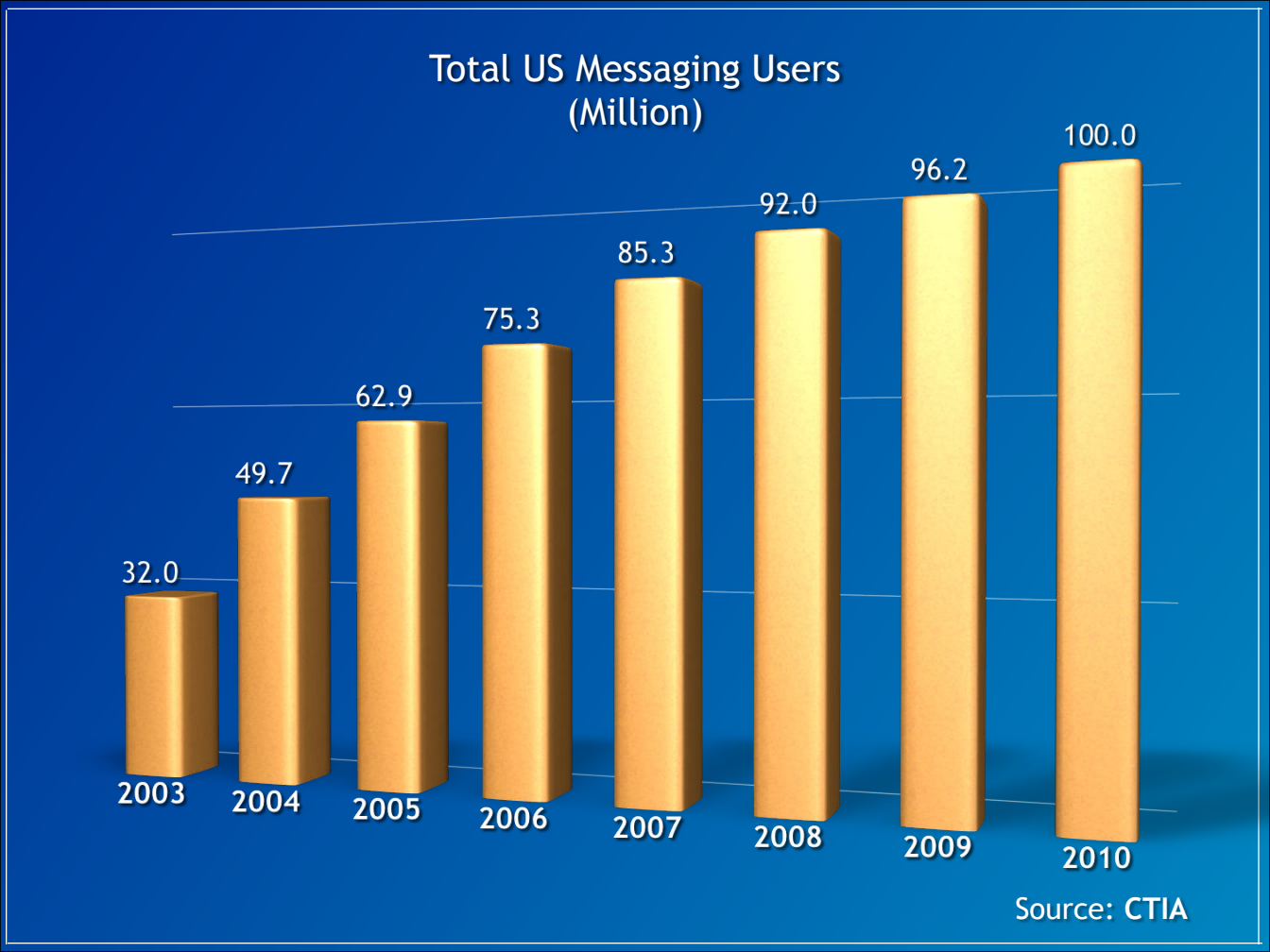
$2,795
Gramercy Park studio
36 minutes ago

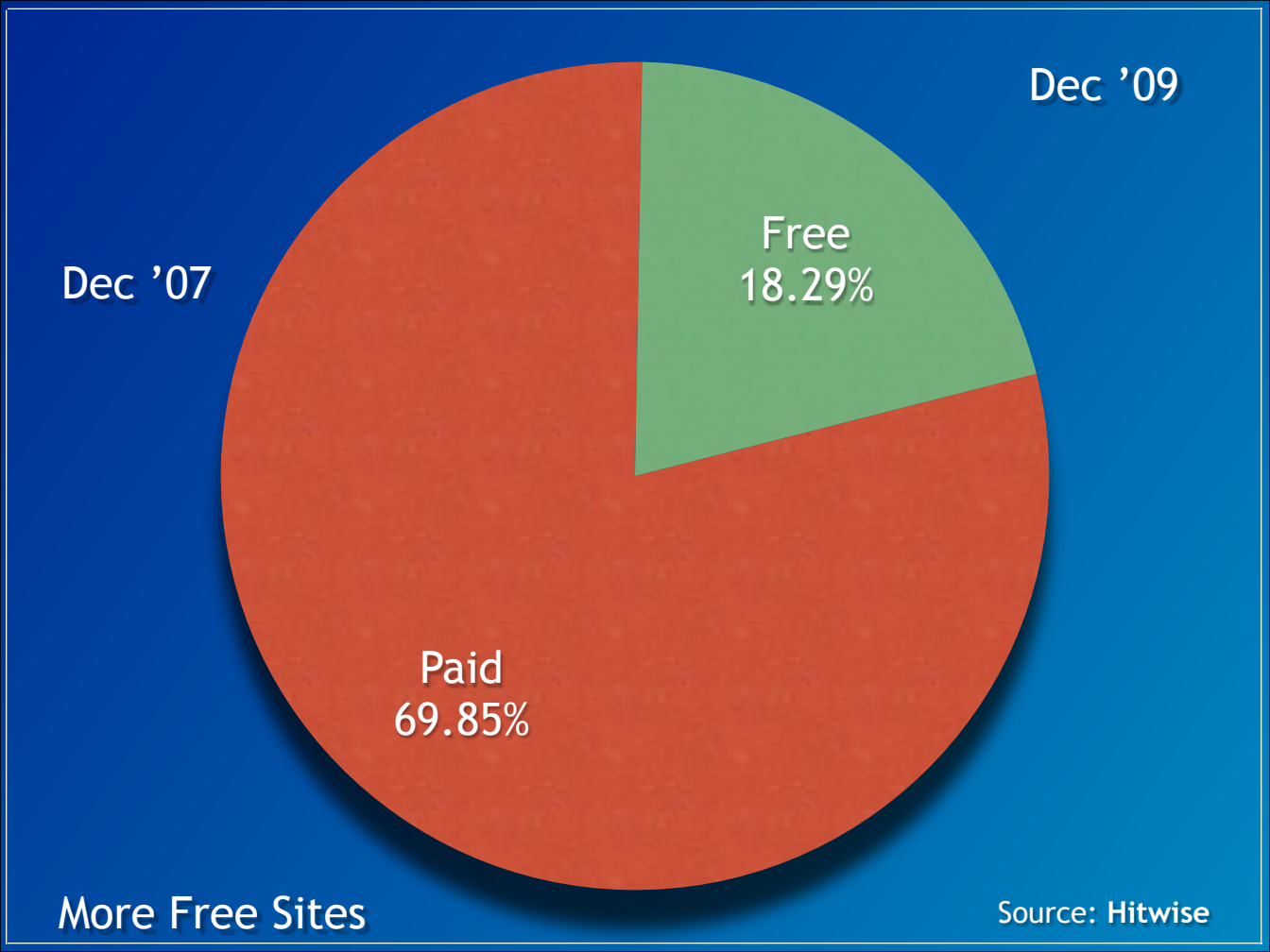
Oodle adds more than 600,000 new classifieds listings every day

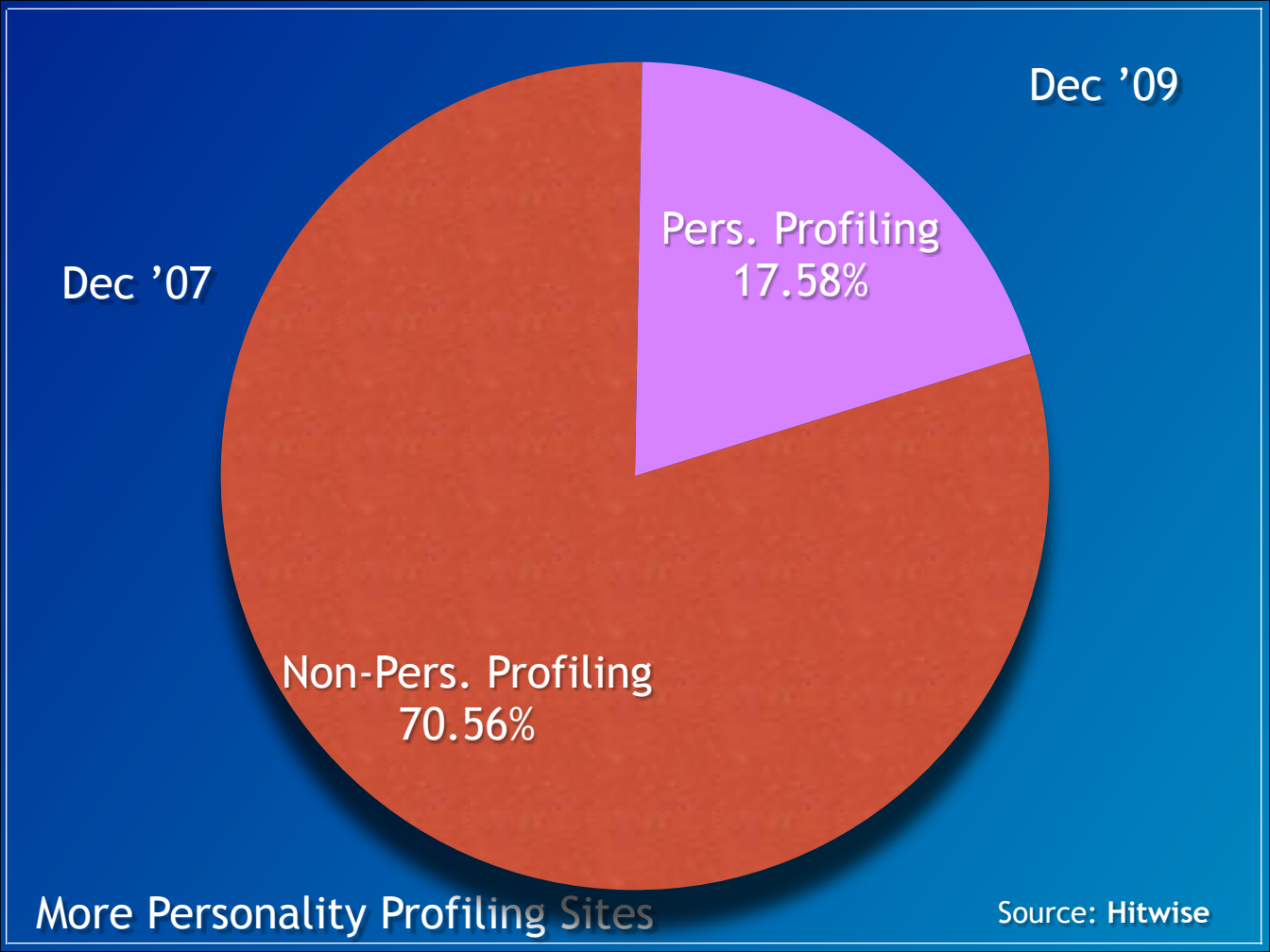

% Market Share Of Top 100 Dating Sites
89.8%
88.1%
89.2%
90.1%
2006
2007
2008
2009
Source: Hitwise




Already a Member? Log In Here
eHarmony
FREE to Review Your Matches
First Name:
I'm a: Man seeking Woma
ZIP Code:
Country: United States
Email:
Confirm Email:
Password:
How did you hear about us?
Please select...
Find My Matches
How does eHarmony work?
Learn More
Josh and Monica
Experience the eHarmony Difference
Now it's FREE to receive and review your single matches!
Each compatible match pre-screened for you across 29 Dimensions.®
Start dating now. Simply register and take the questionnaire to receive your matches!
Learn More | Why eHarmony | Tour | Success Stories | Help

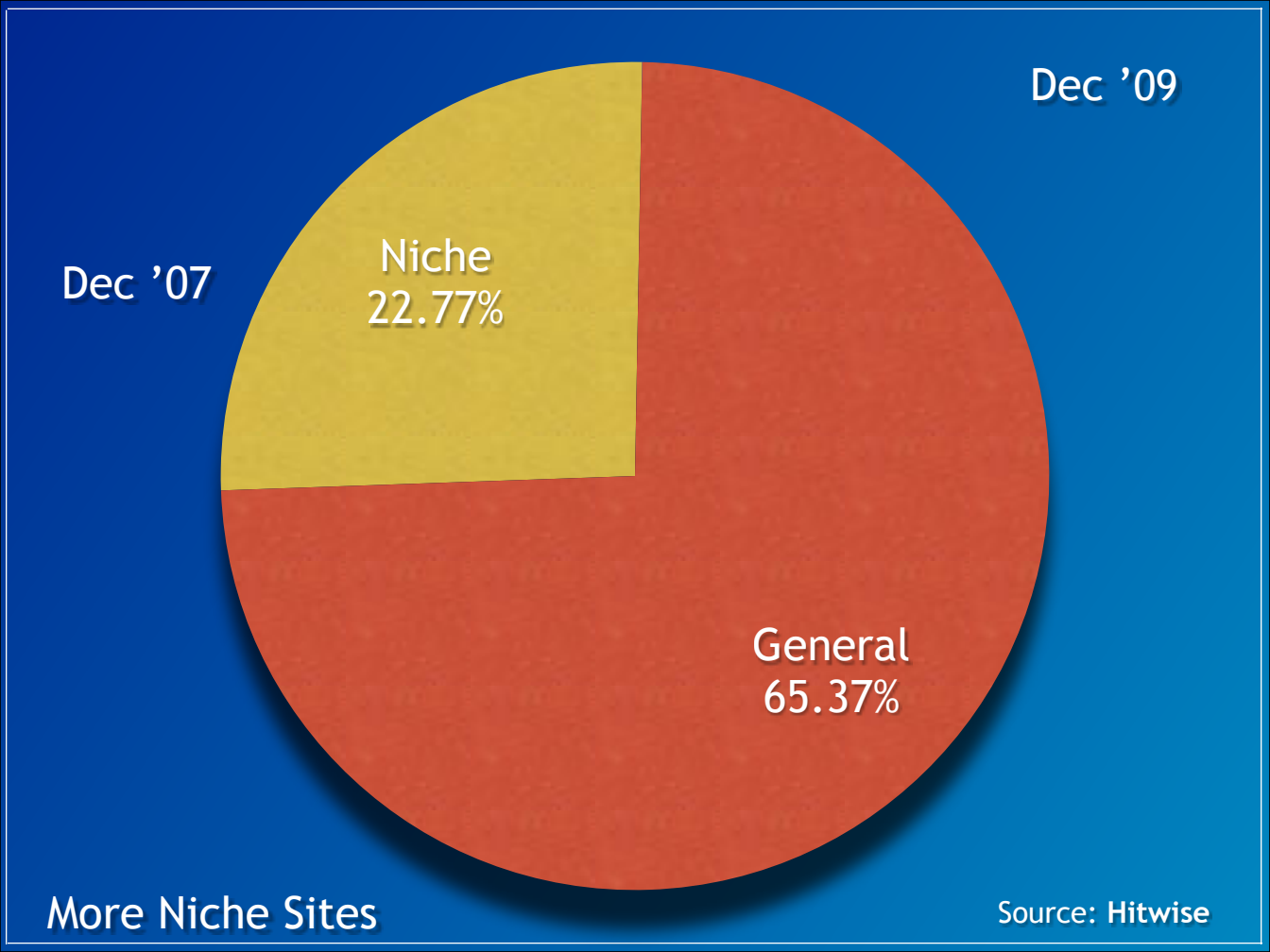

Total US Messaging Users
(Million)
32.0
49.7
62.9
75.3
85.3
92.0
96.2
100.0
2003
2004
2005
2006
2007
2008
2009
2010
Source: CTIA


Dec ’09
Free
18.29%
Dec ’07
Paid
69.85%
More Free Sites
Source: Hitwise



More Personality Profiling Sites

Source: **Hitwise**

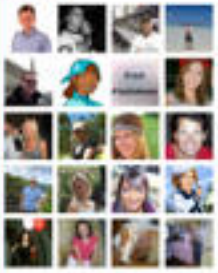

Dec ’09
Dec ’07
Niche
22.77%
General
65.37%
More Niche Sites
Source: Hitwise

AIR NEW ZEALAND
MATCHMAKING
FLIGHT

How far will you go to find The One?

MAIN PROFILE BOOK NOW MEMBERS MEDIA CREW FORUM EVENTS GROUPS BLOG FLUTTERINGS

Members



View All

Member Of The Week!



Steve Borgford

The Ball In Auckland!

Matchmaking Flight - Welcome Aboard

It is finally here!

Welcome aboard to the Matchmaking Flight. This is your chance to be part of history, linking the great North American culture with the natural vibes of pure New Zealand. Join us and Jason Mesnick from ABC's The Bachelor, fasten your seatbelt, enjoy the ride of parties and holiday activities as you take off on October 13th to the other side of the world on your Amazing Journey to find The One.

Photos



matches. Approve the matches you want to proceed with, and we'll forward their messages to you so that you're prepared for your date. Then you just have to show up. It's that simple.

Welcome to
The Matchmaking Flight

Sign Up
or Sign In

Latest Activity



Paula left a comment for Megan Collins
17 hours ago



Lara Ka Ora everyone, made it back from Perth. Oh I just love NZ so much.
yesterday

Ashley Temple updated their profile
on Saturday

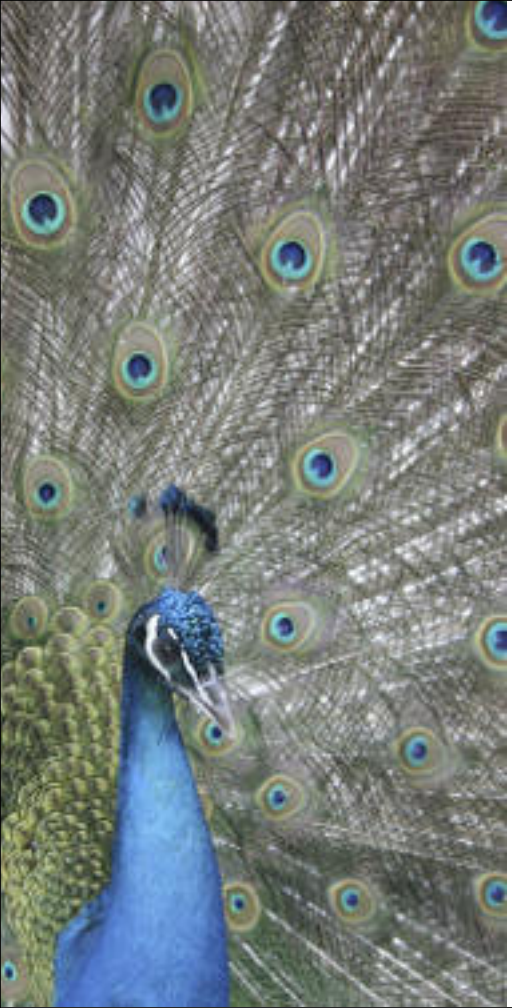
Ashley Temple updated their profile photo
on Saturday

Steve Borgford left a comment for Paula
on Friday

Paula Thomas left a comment for Lara
January 1, 2010

updates from UFT Dating Labs, just enter your information below.

Name:



Mark Brooks

pingmark.com

Courtland Brooks