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"Helping idating businesses grow"

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212-444-1636

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ONLINE PERSONALS WATCH

illuminating the top dating industry news since 2004

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OPW Search

Grouper: New Dating Concept

GROUPER

CHICAGO NOW – Jan 9 – **Grouper**, the new dating site or "social club" acts as a dating liason between tro interested parties. Users sign up via Facebook, Grouper scans their profiles and suggest matches and also pick the spot they'll meet at and the $20 each person pays to meet up, covers the first round of drinks. Each person brings two friends along on the date.

See full article at Chicago Now

See all posts on Grouper

Jan 09, 2013 | **Permalink** | **Comments (0)** **ShareThis**

+1 0 Like 1

Sugar Daddy Site: It's Better Than Sex Work

Seeking Arrangement

SALON – Jan 9 – According to **SeekingArrangement.com** lates press release, their sugar babies make more money than prostitutes. Seeking Arrangement makes the following calculations: "The average Sugar Baby dates 1-3 men annually, receiving an average yearly allowance of ~$36K. If a prostitute makes on average $250 per transaction, she would have to have sex with presumably 100 men, performing over 144 sexual transactions."

by **Tracy Clark-Flory**

See full article at Salon

MARK BROOKS

Grow Your Dating Site

Contact Mark

usa: 212-444-1636

uk: 020-8133-1835

mark@courtlandbrooks.com

Testimonials

In The Press

Internet Dating Conference

Report: How Internet Dating Changed Society

COURTLAND BROOKS BLOG

History Of Mobile Dating Infographic

Should You Buy Profiles For Your Virgin Dating Site?

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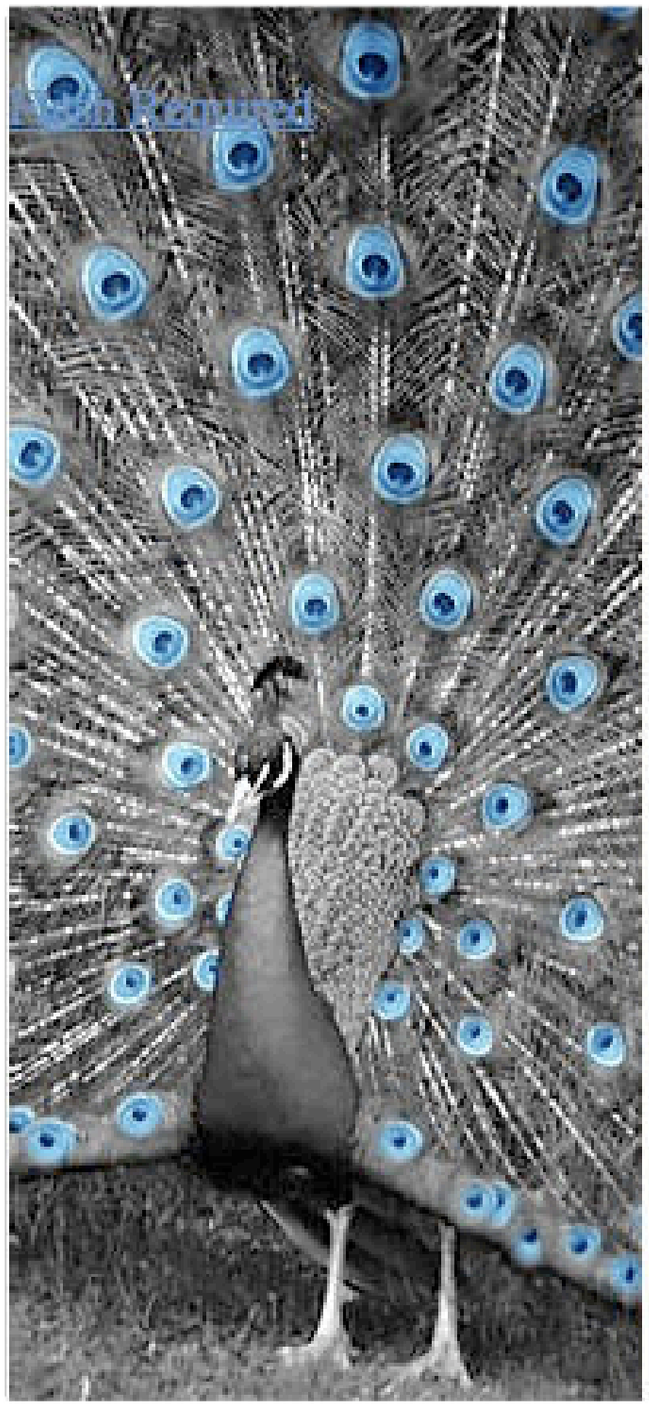

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- ABOUT
- TEAM
- MARK BROOKS
- SERVICES & PRICE
- CLIENT LIST
- TESTIMONIALS
- IN THE PRESS
- CONTACT
- OUR BLOG

Courtland Brooks exclusively serves Internet Dating services, and companies that want to talk to them.

Media Relations
We provide media relations services to help you shape your messaging and deliver compelling stories for maximum impact and credibility with the press. We help the press discover your story, monitor your reputation and amplify and quantify your press hits. Good PR is what builds brands, advertising maintains them.

Business Development
We guide your business development strategy so you identify sustainable revenue channels and we help you find and negotiate good deals with the right partners.

Product and Marketing Strategy
We help get product and marketing strategy right first time, so you make efficient ad spends, generate word-of-mouth exposure and build long term user trust and reputation.

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PR
Strategy
Business Development

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AnastasiaDate Cupid Dating Factory
Friendster FriendFinder Friend.ly
Meetme PlentyofFish Teligence

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news for investors in internet dating companies

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Full Disclosure:

AnastasiaDate (CSO)*
Avid Life Media
Cupid
Dating Factory*
FriendFinder
Global Personals
POF*
Teligence*
TRUE
Twoo

*Current Clients

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- ☐ Market Overview
- ☐ Public Companies
- ☐ Mobile Trend and $$$
- ☐ Top News
- ☐ Trends
- ☐ Interesting Startups
- ☐ Valuations

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Market Overview

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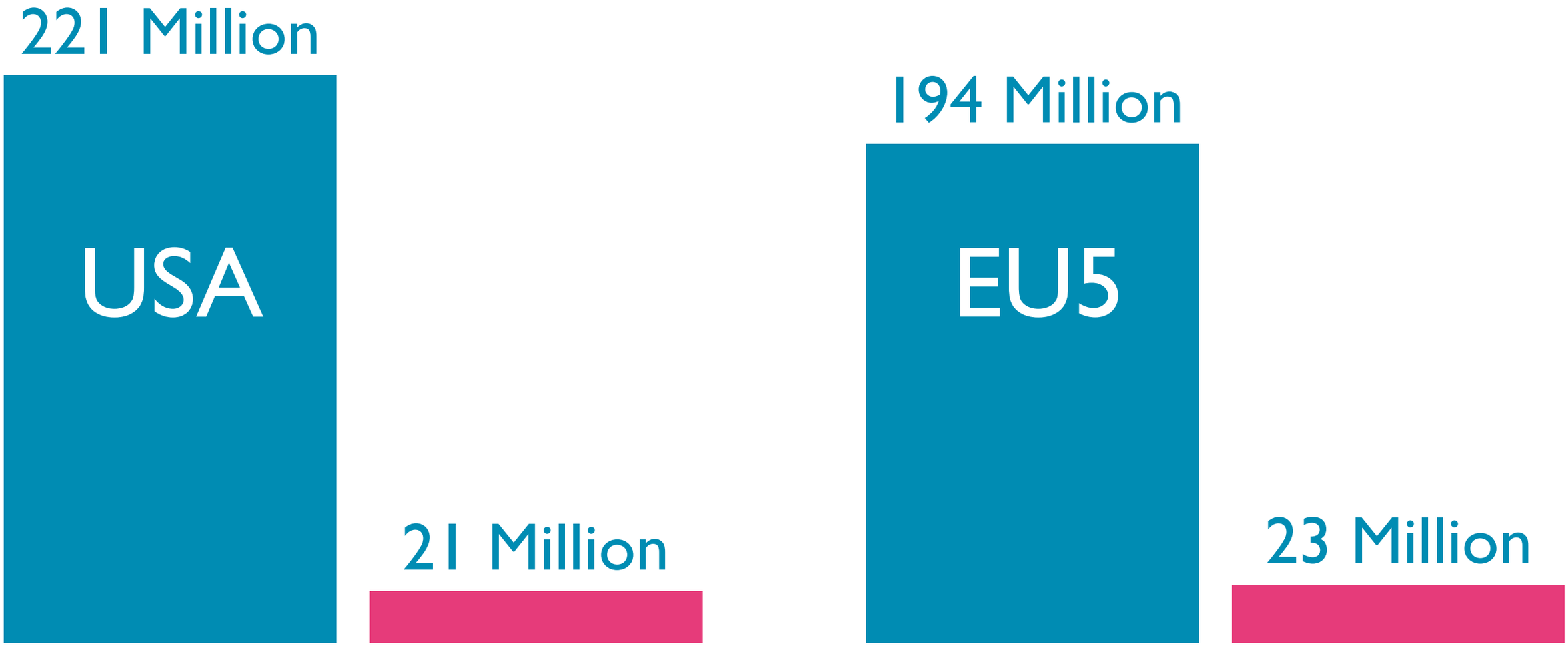
How much of the addressable market are we reaching?

Online Dating Audience (unique visitors)

Total Internet

Online Personals



comScore, Nov '12

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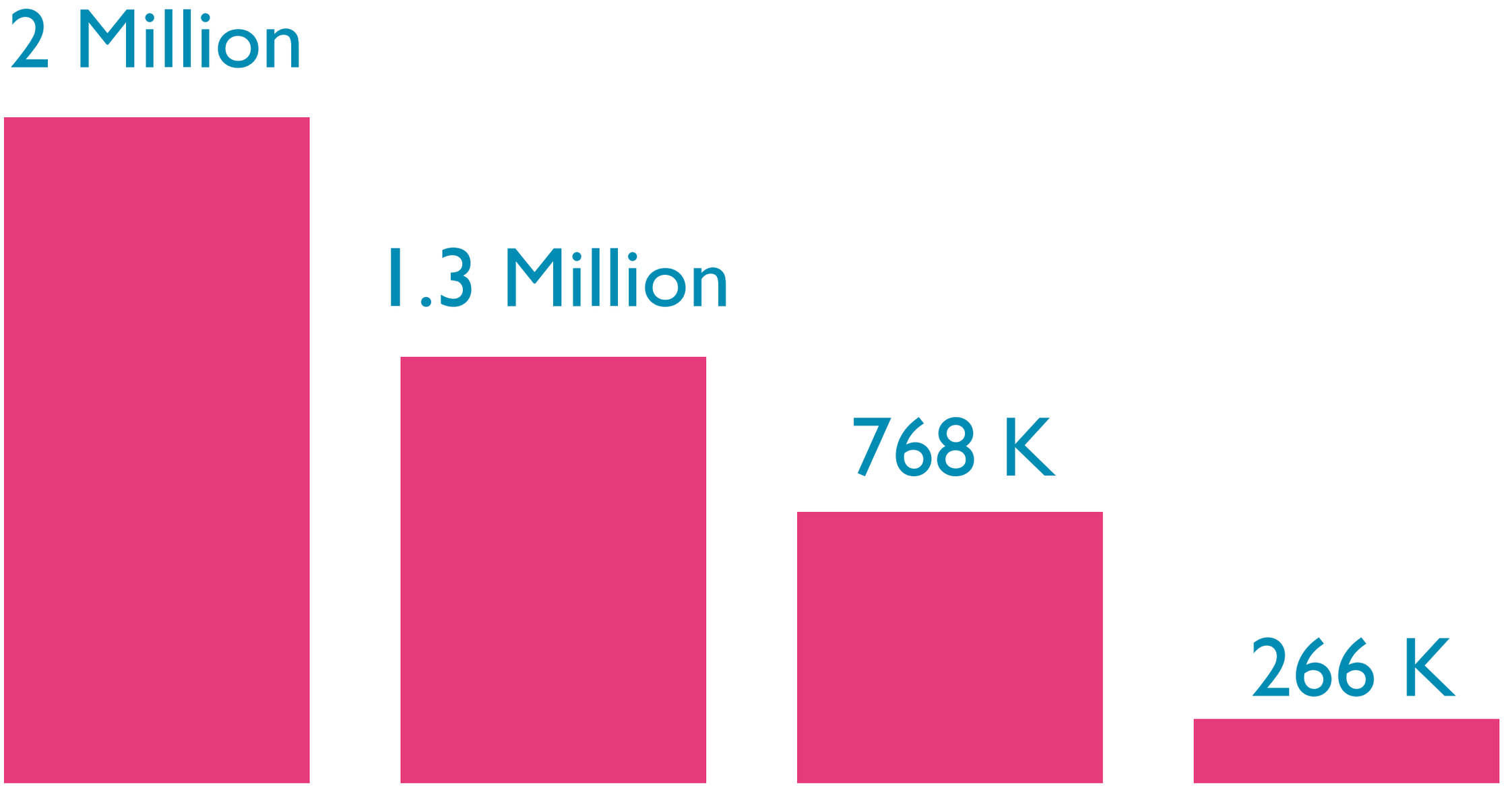
Paying Members



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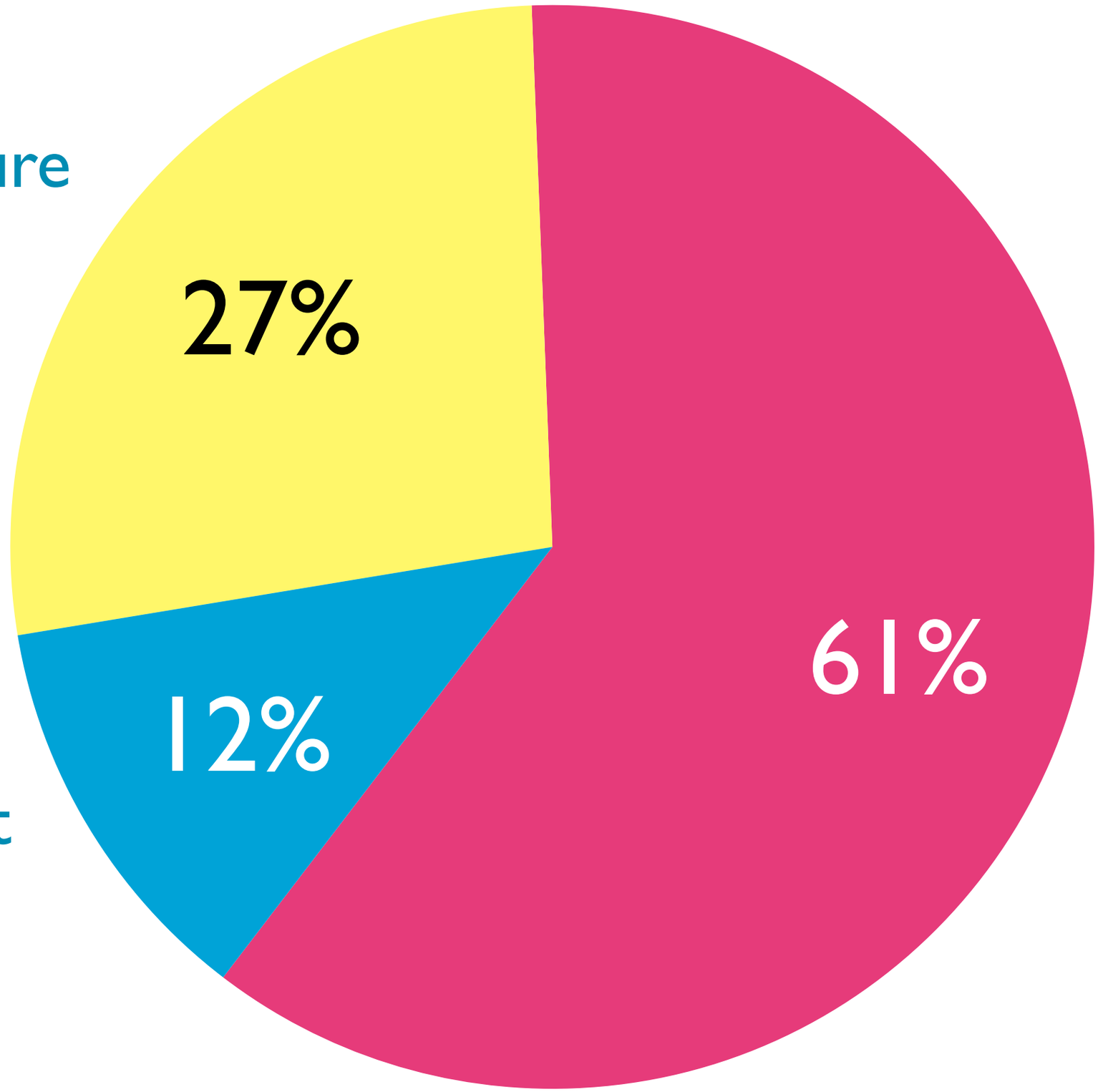
Do you want to get married?



Pew Research 2011

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Current Marital Status In USA

Married
Divorced
Widowed
Never Married



1960 1970 1980 1990 2000 2010

Pew Research 2011

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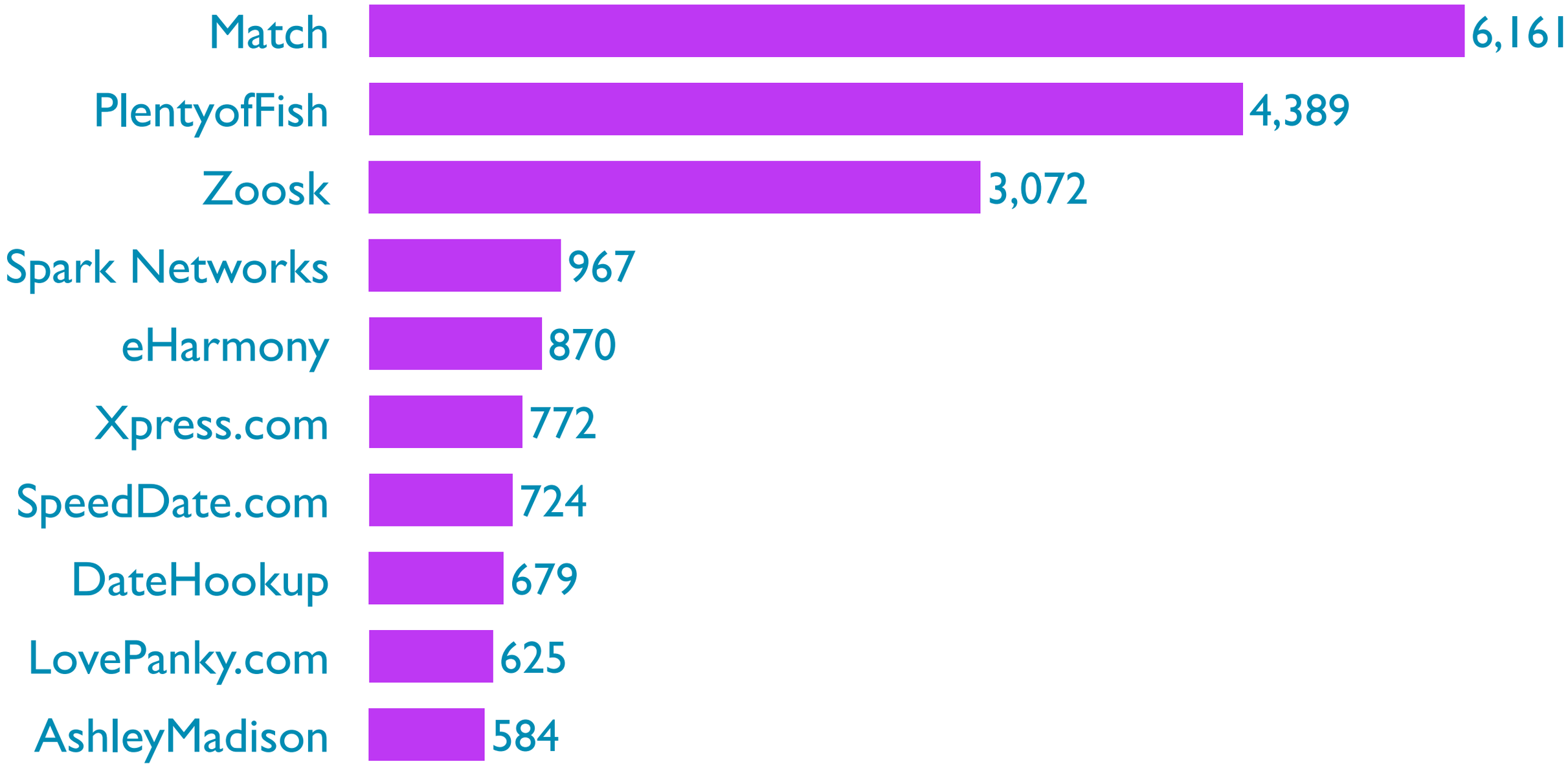
Top US Dating Sites
(total uniques 000)



comScore, Nov '12

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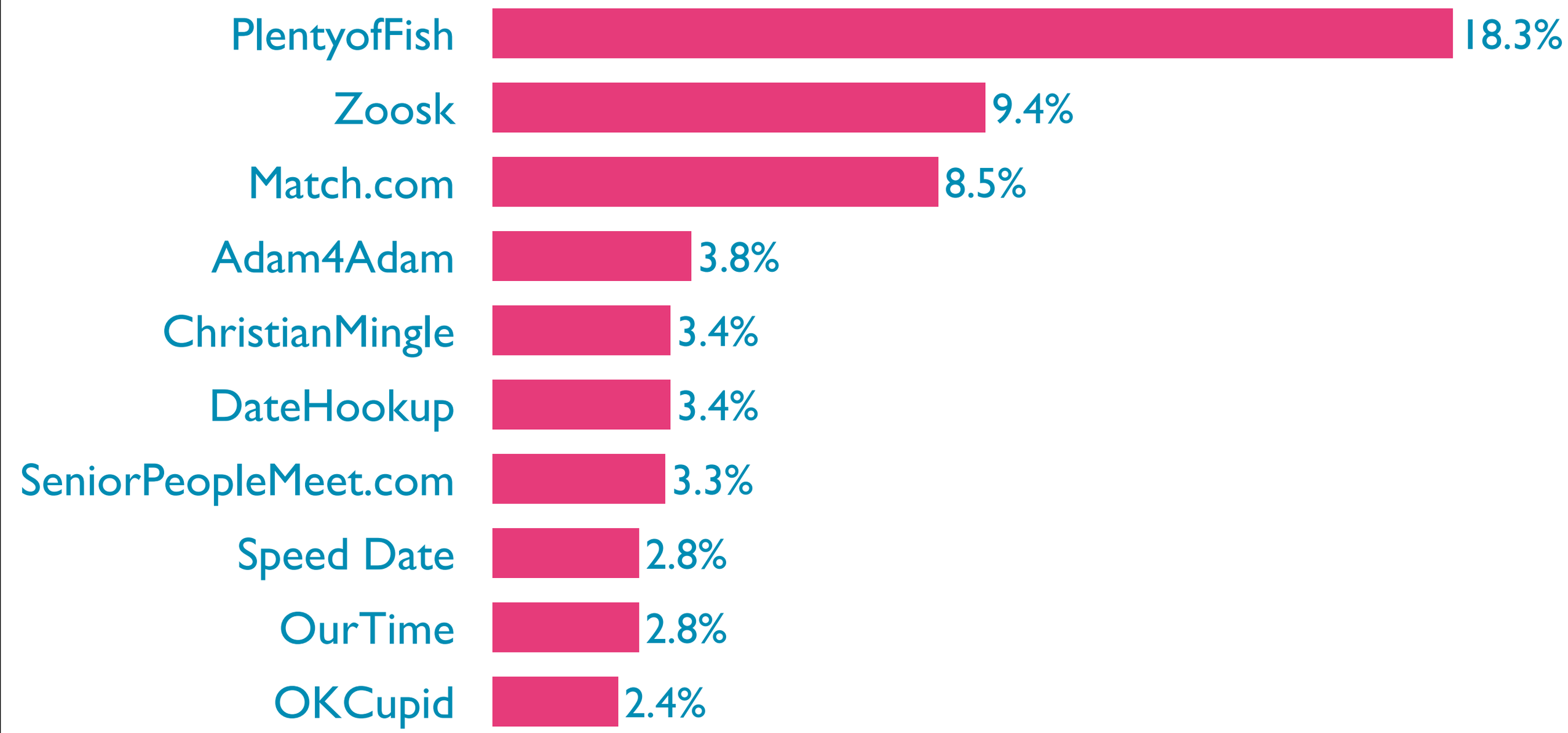
Top US Dating Sites
(% of market share)



Experian Hitwise, Dec ’12

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IBIS World

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Public Companies

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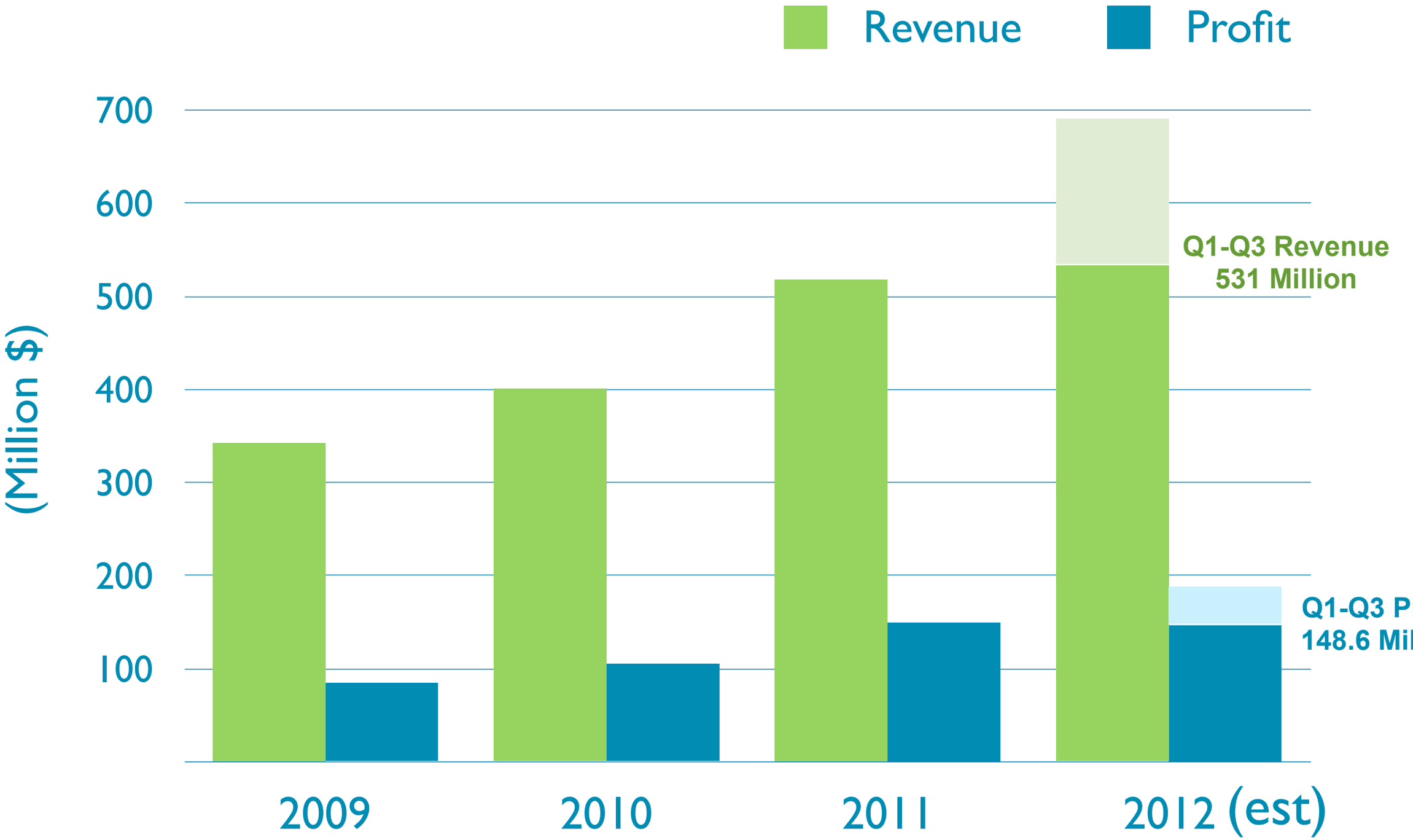
match.com®



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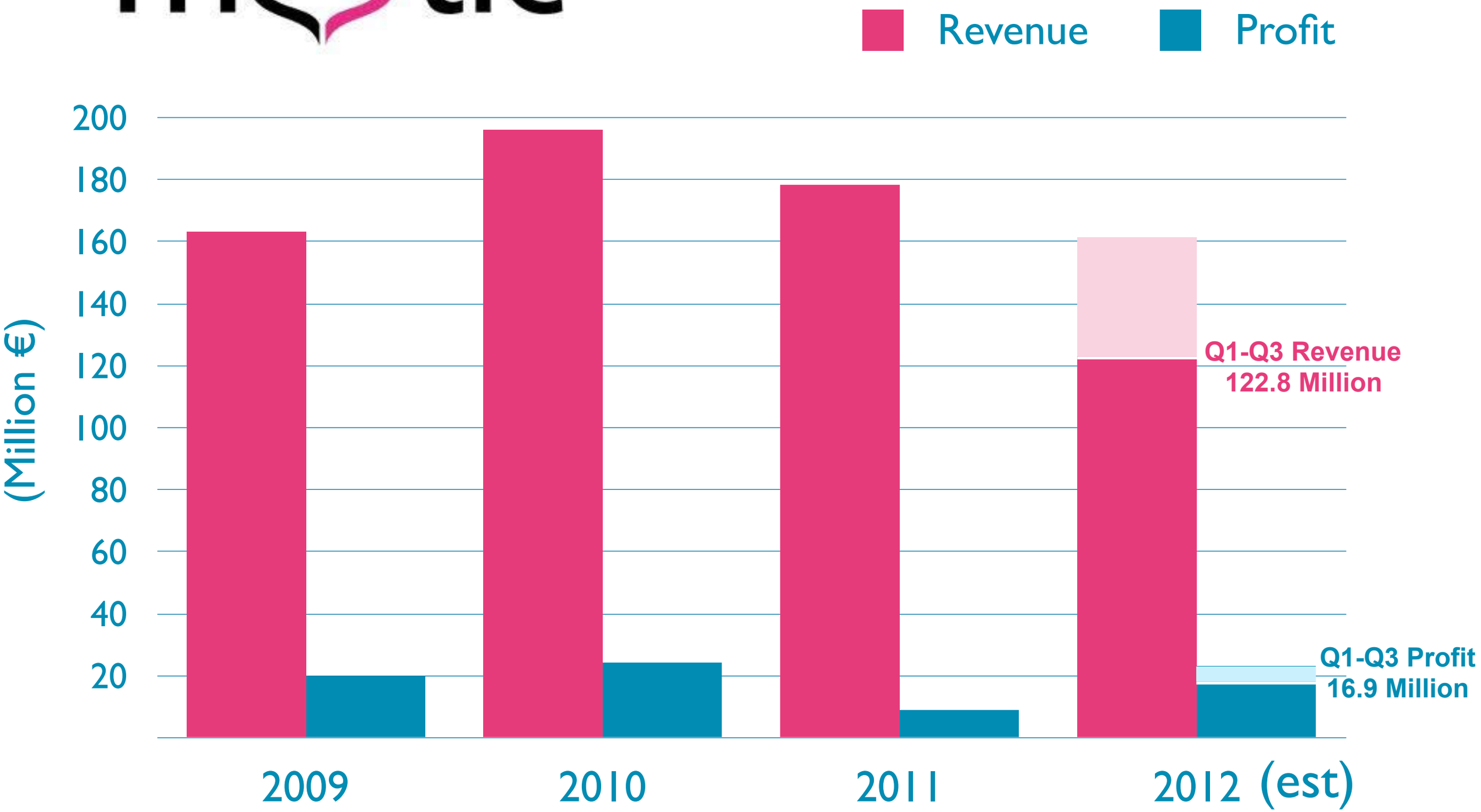

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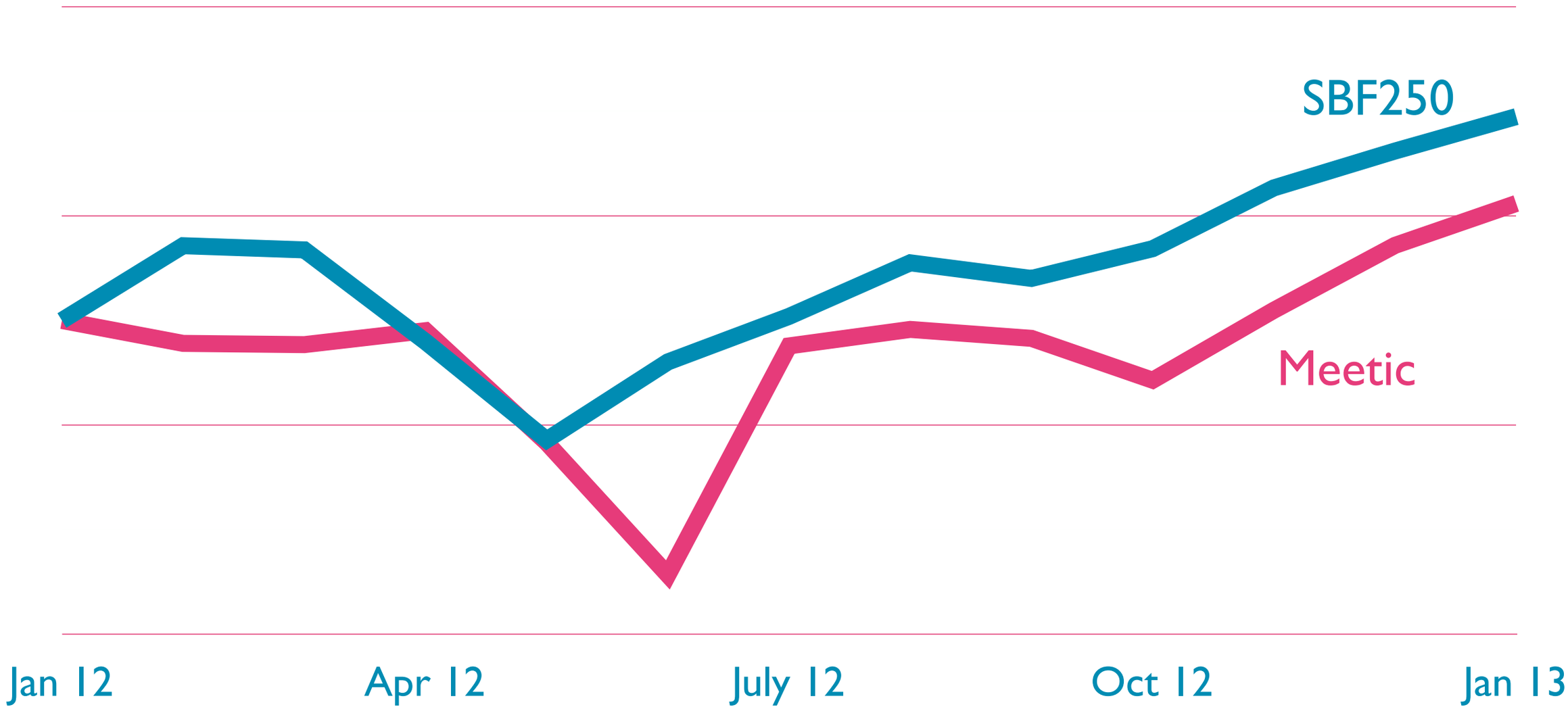
Stock Closing Prices (€)



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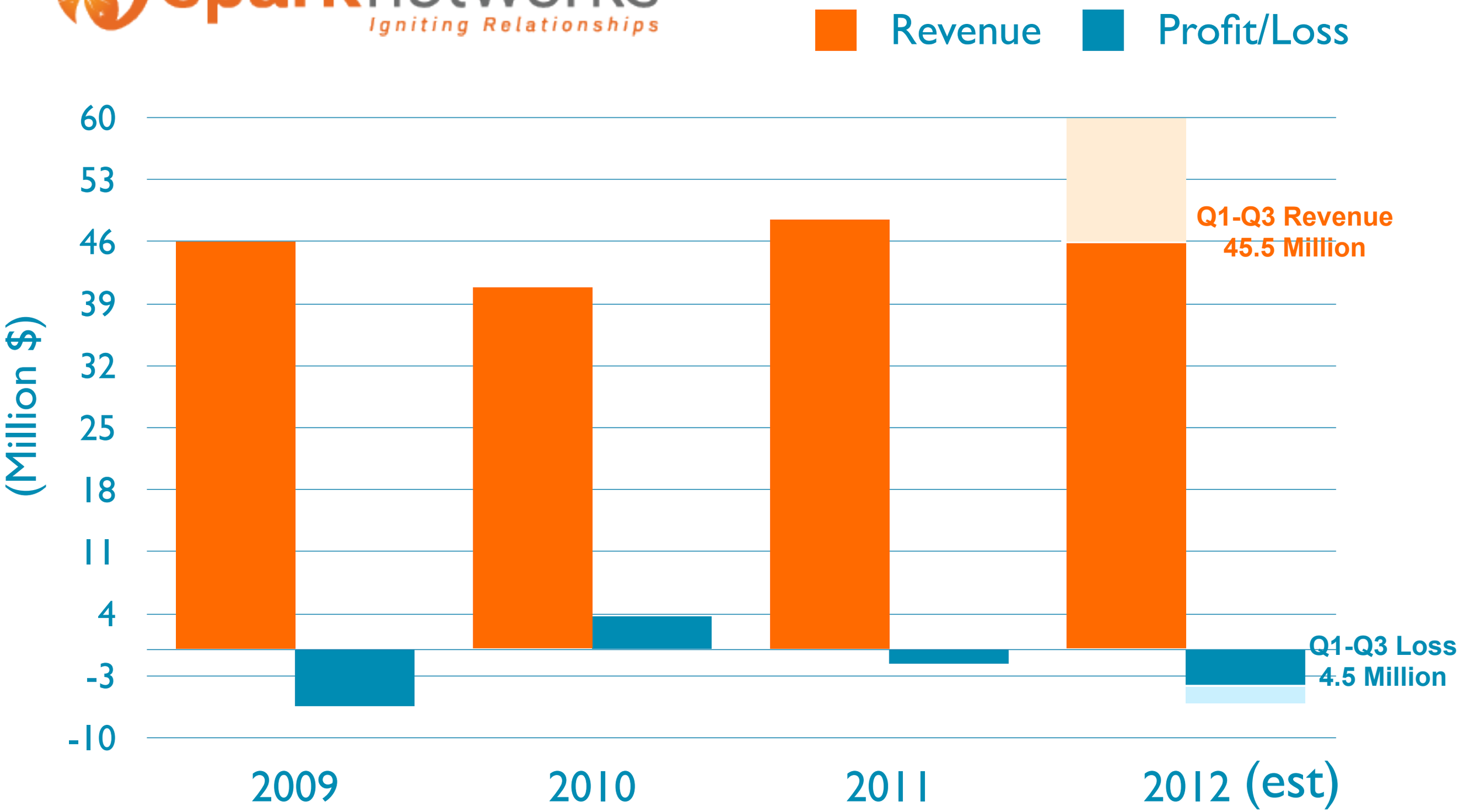
Igniting Relationships



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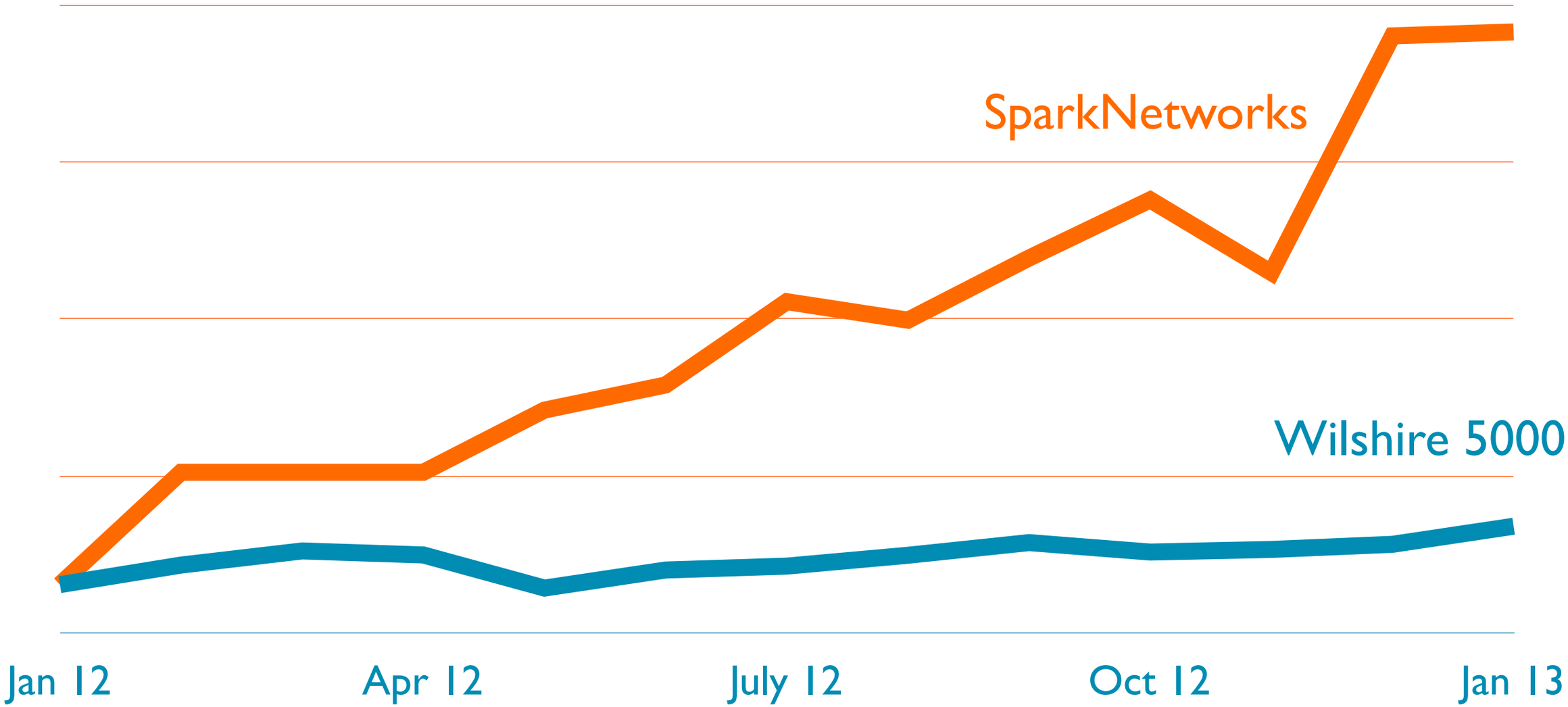
Stock Closing Prices ($)



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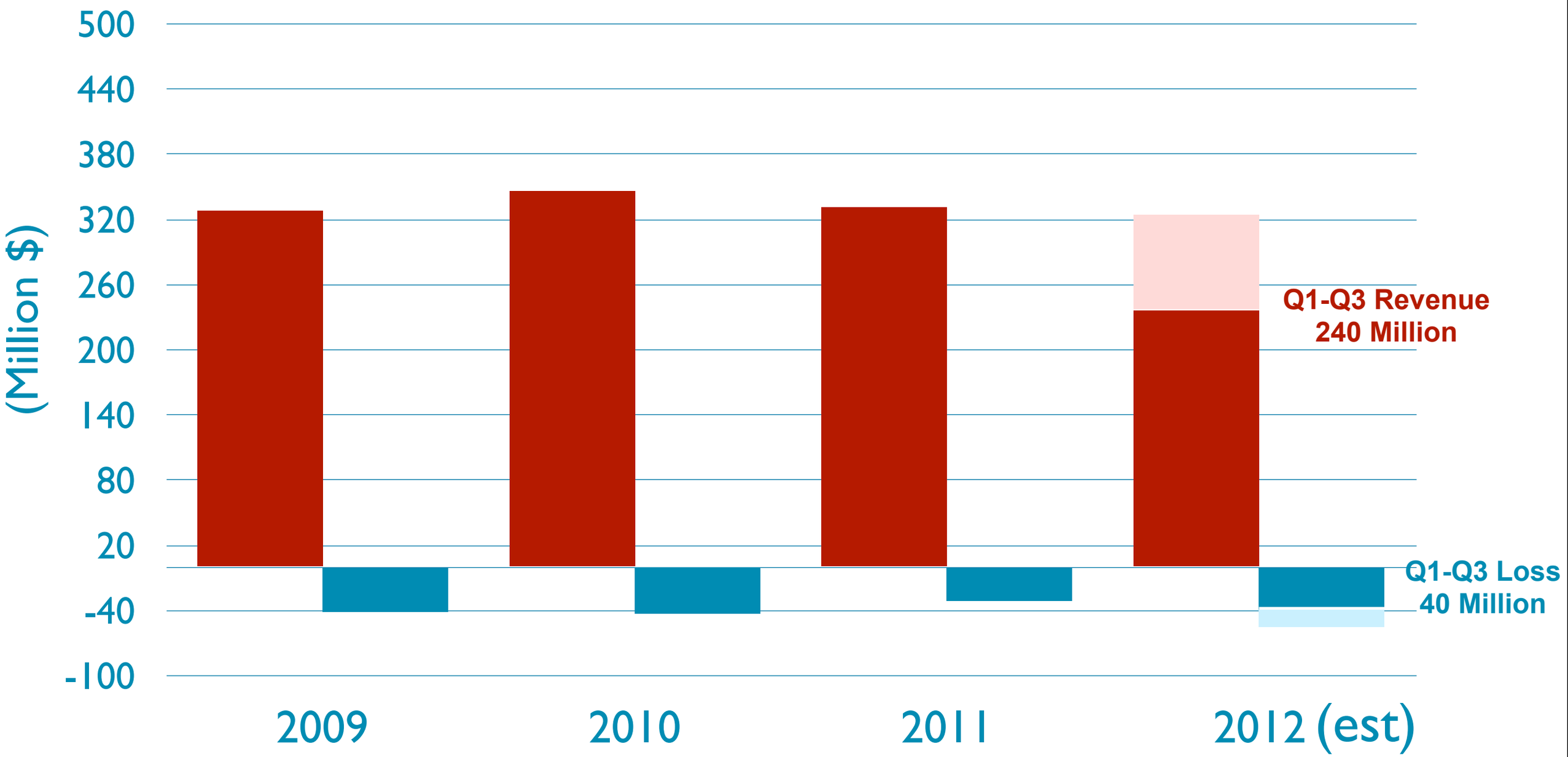
FriendFinder Networks



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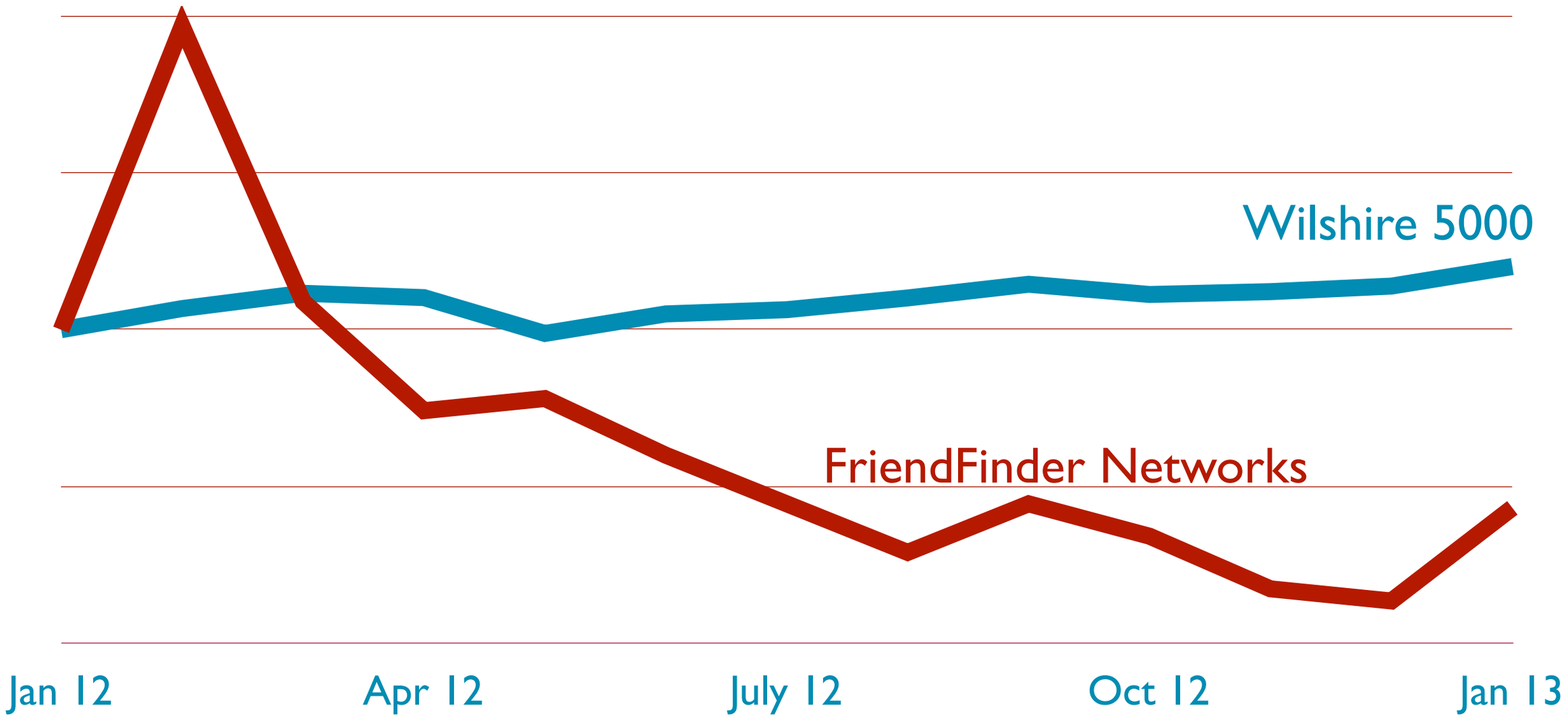
FriendFinder Networks

Stock Closing Prices ($)



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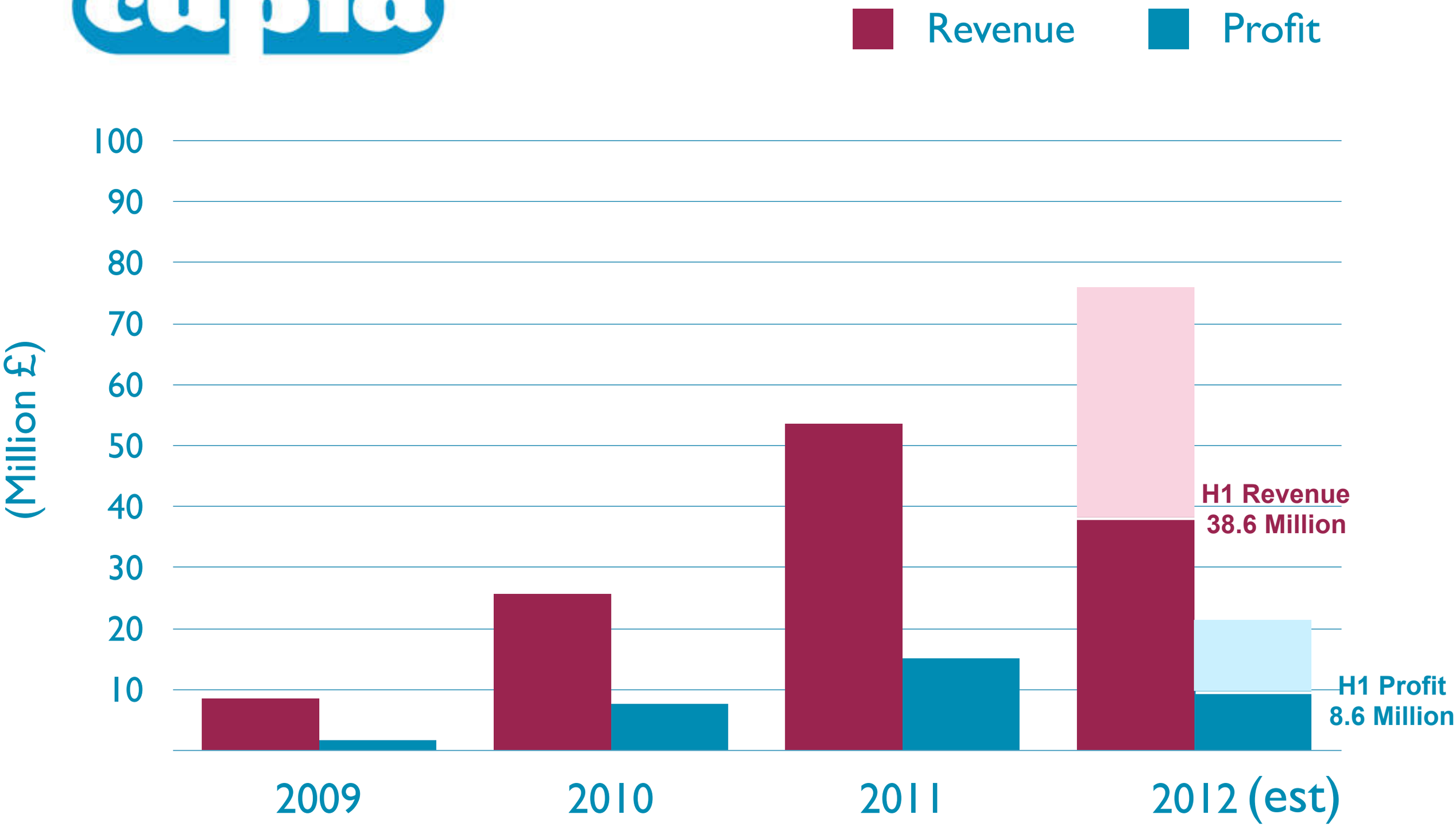
cupid plc



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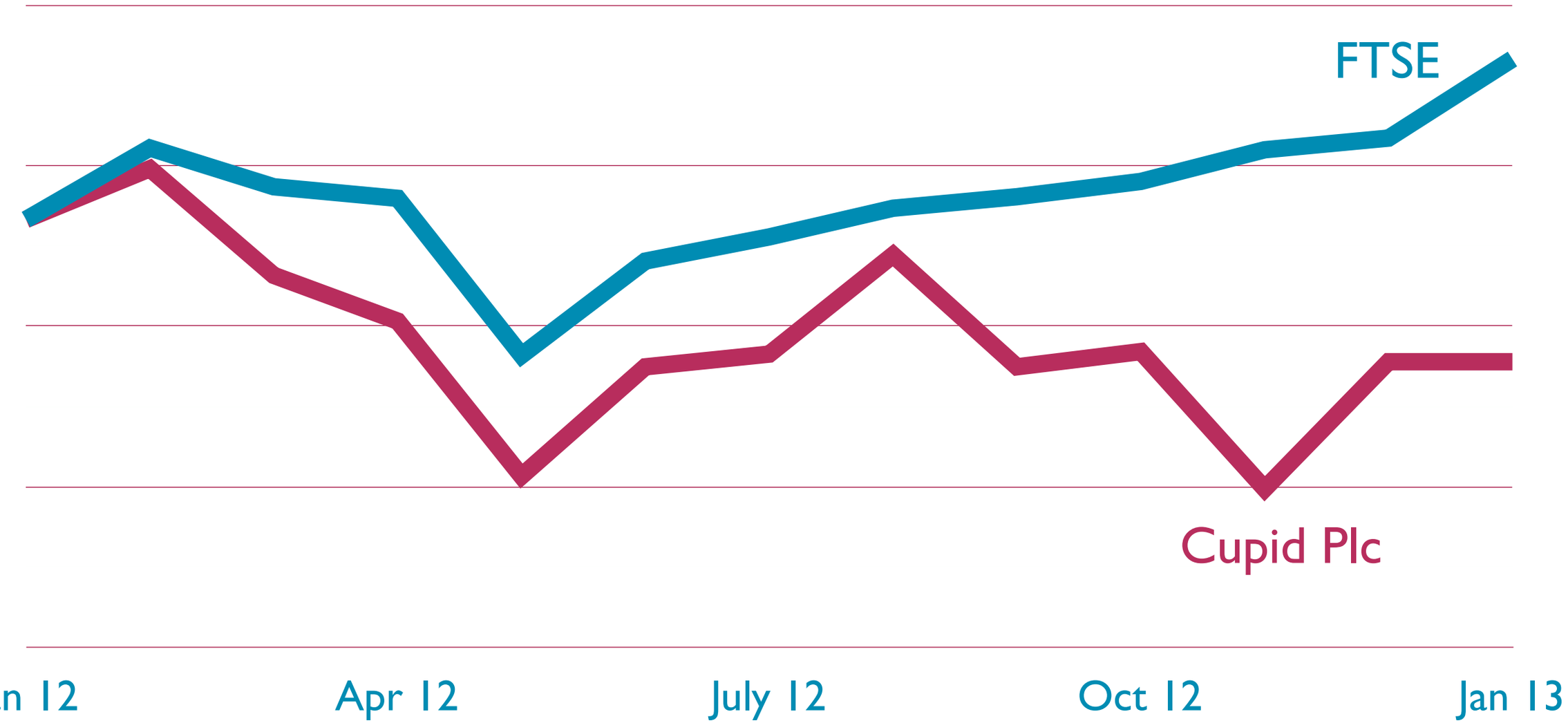
Stock Closing Prices (£)



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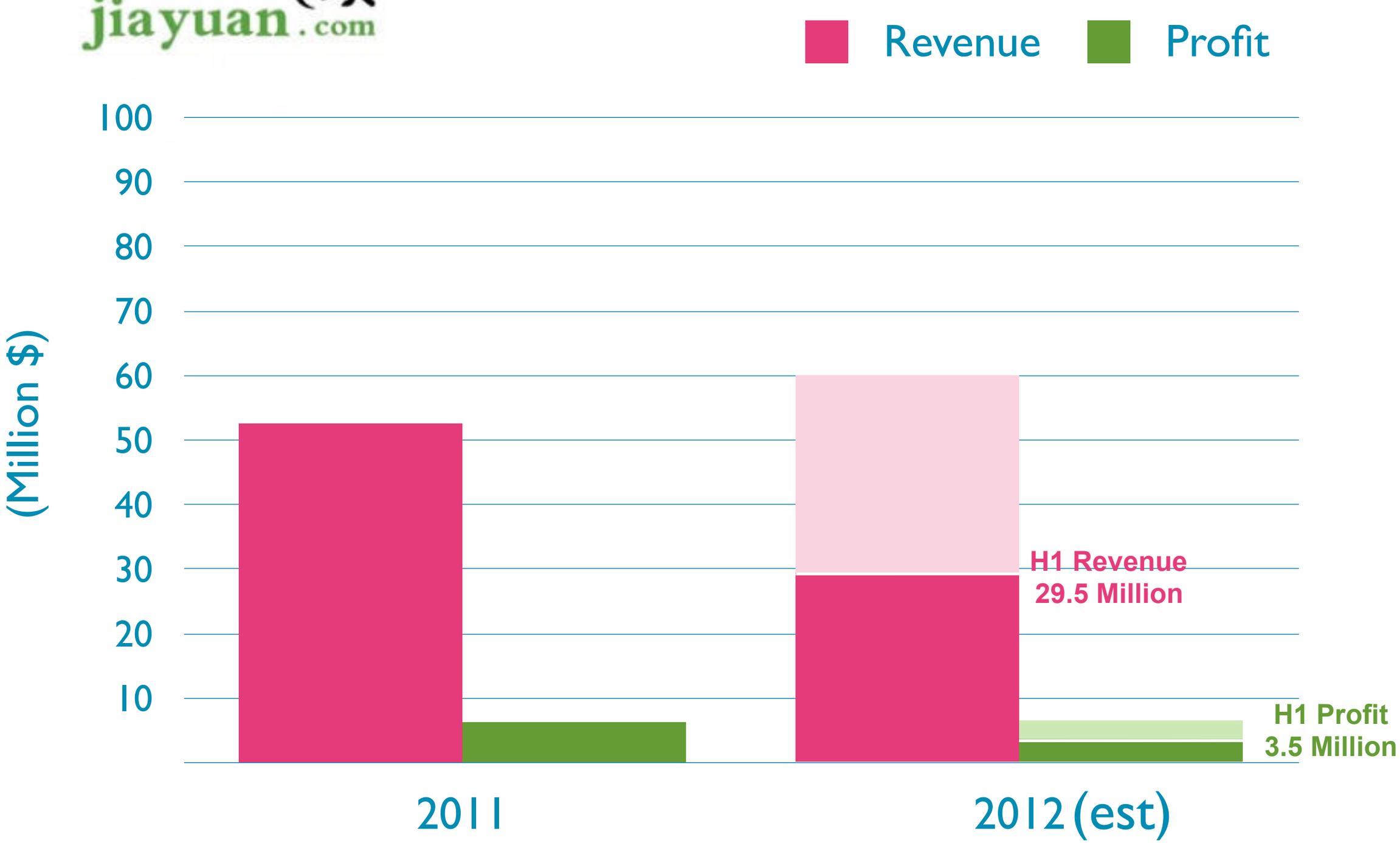

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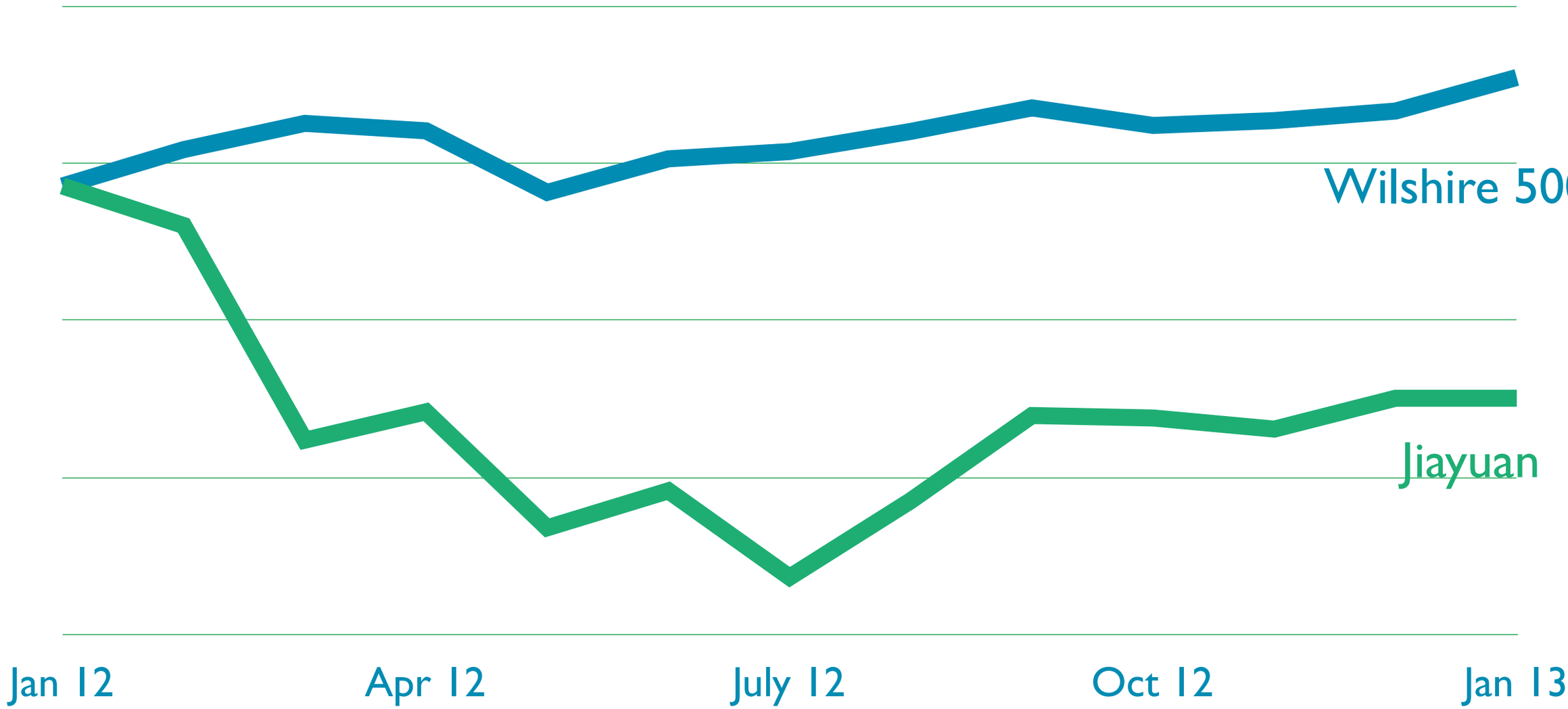
Stock Closing Prices ($)



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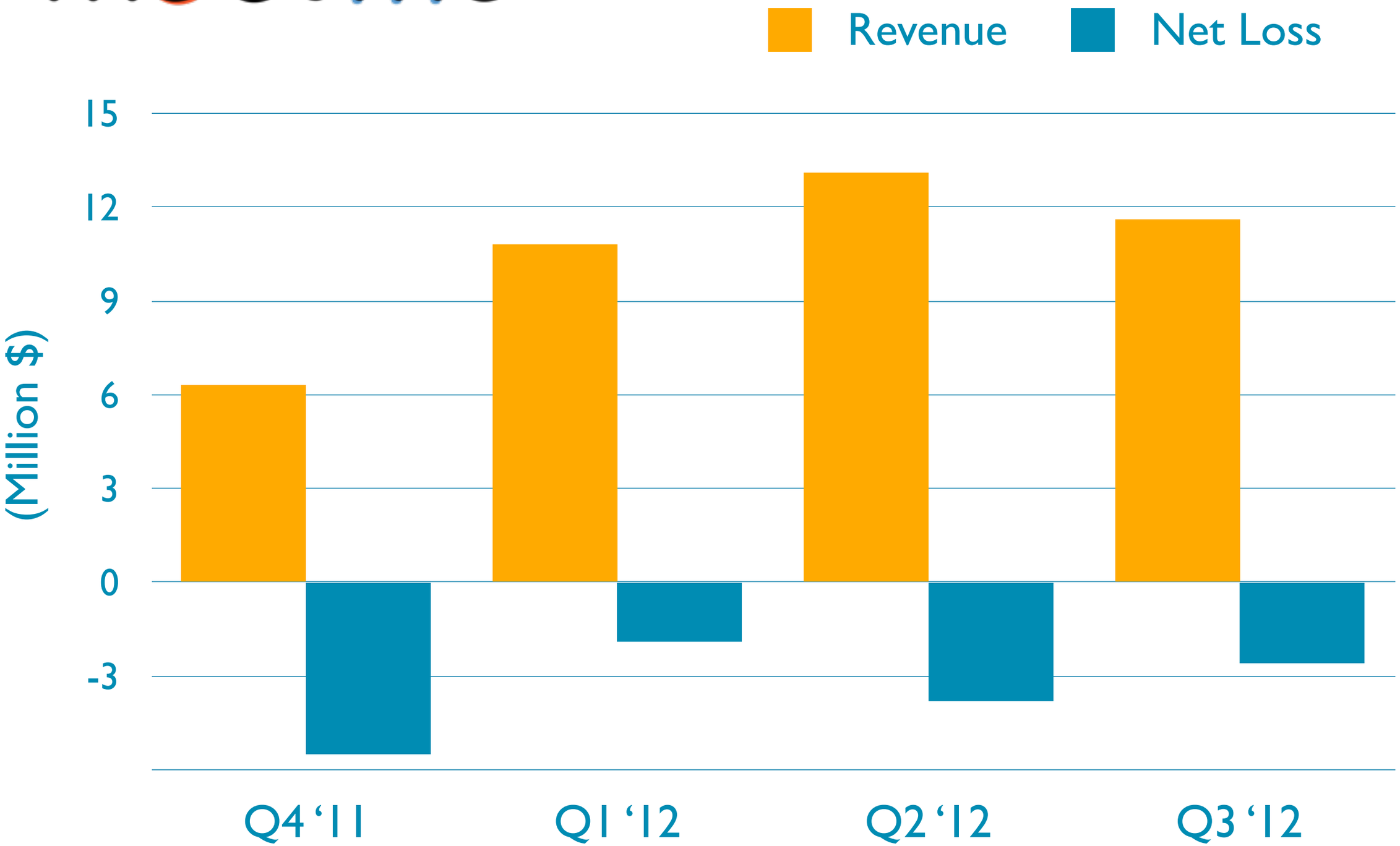
meetme



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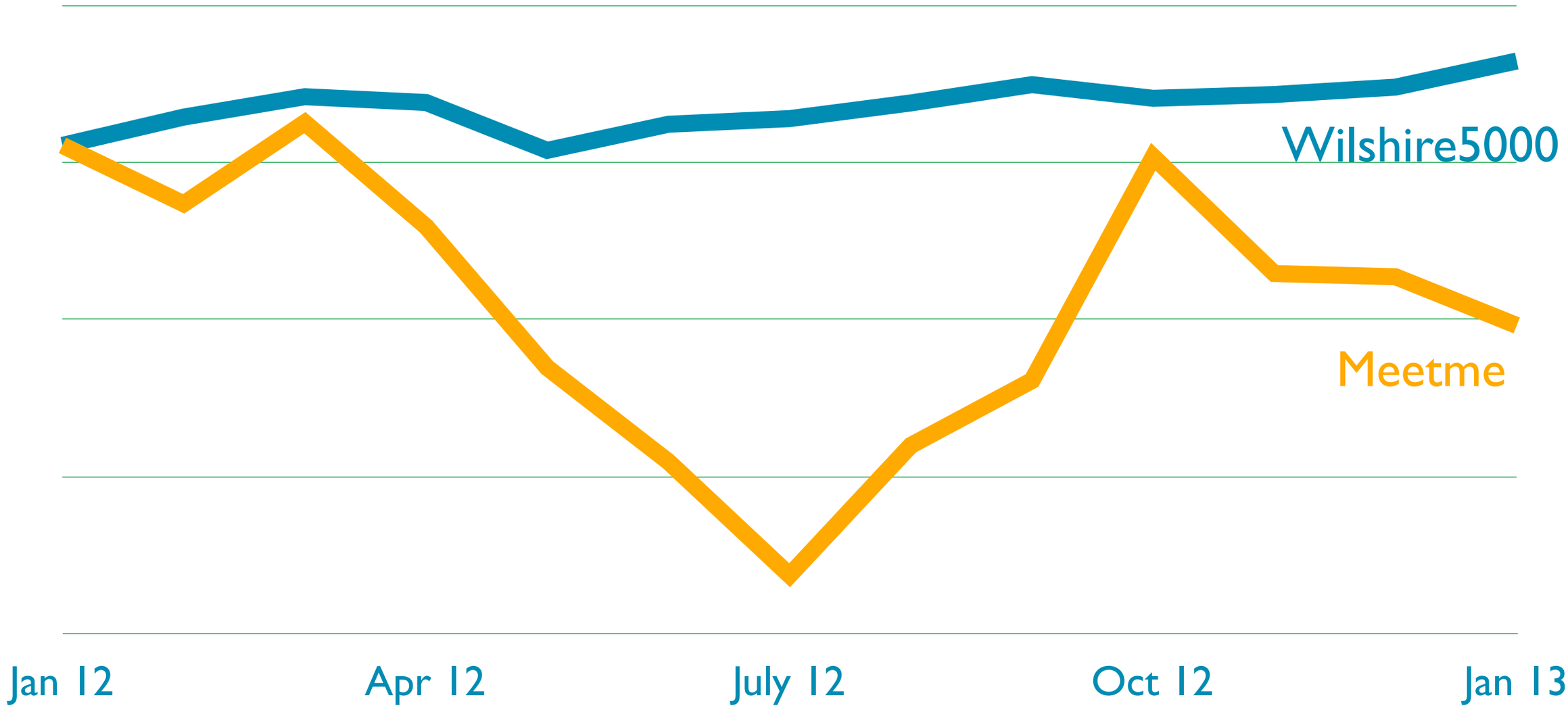
meetme

Stock Closing Prices ($)



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Mobile Trend

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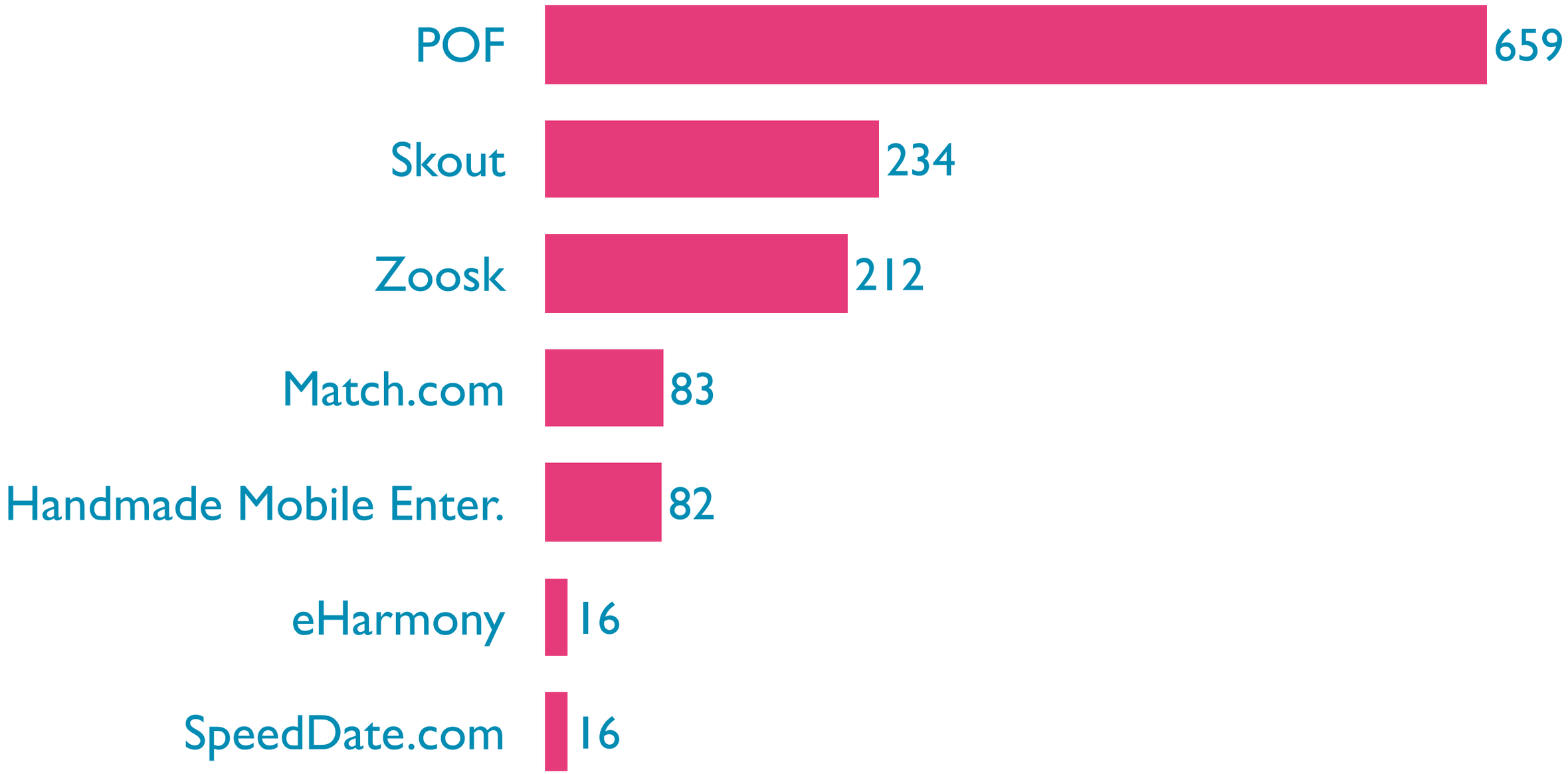
Mobile Dating Rankings

(Average daily visitors (000), all smartphones)



comScore, Nov '12

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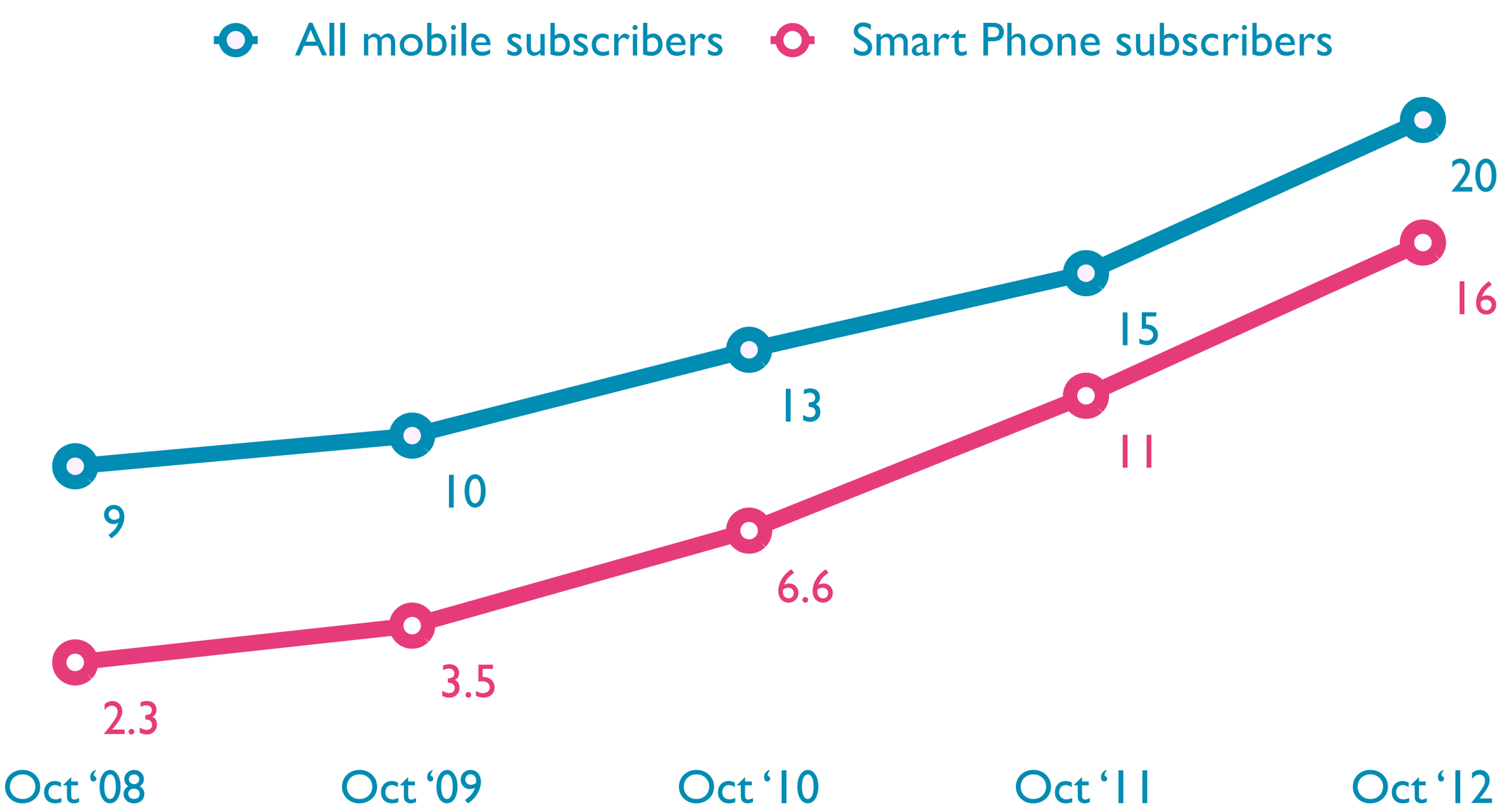
US Mobile Internet Daters (Million)



comScore MobiLens, Oct '12

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40% of Match.com logins are from mobile



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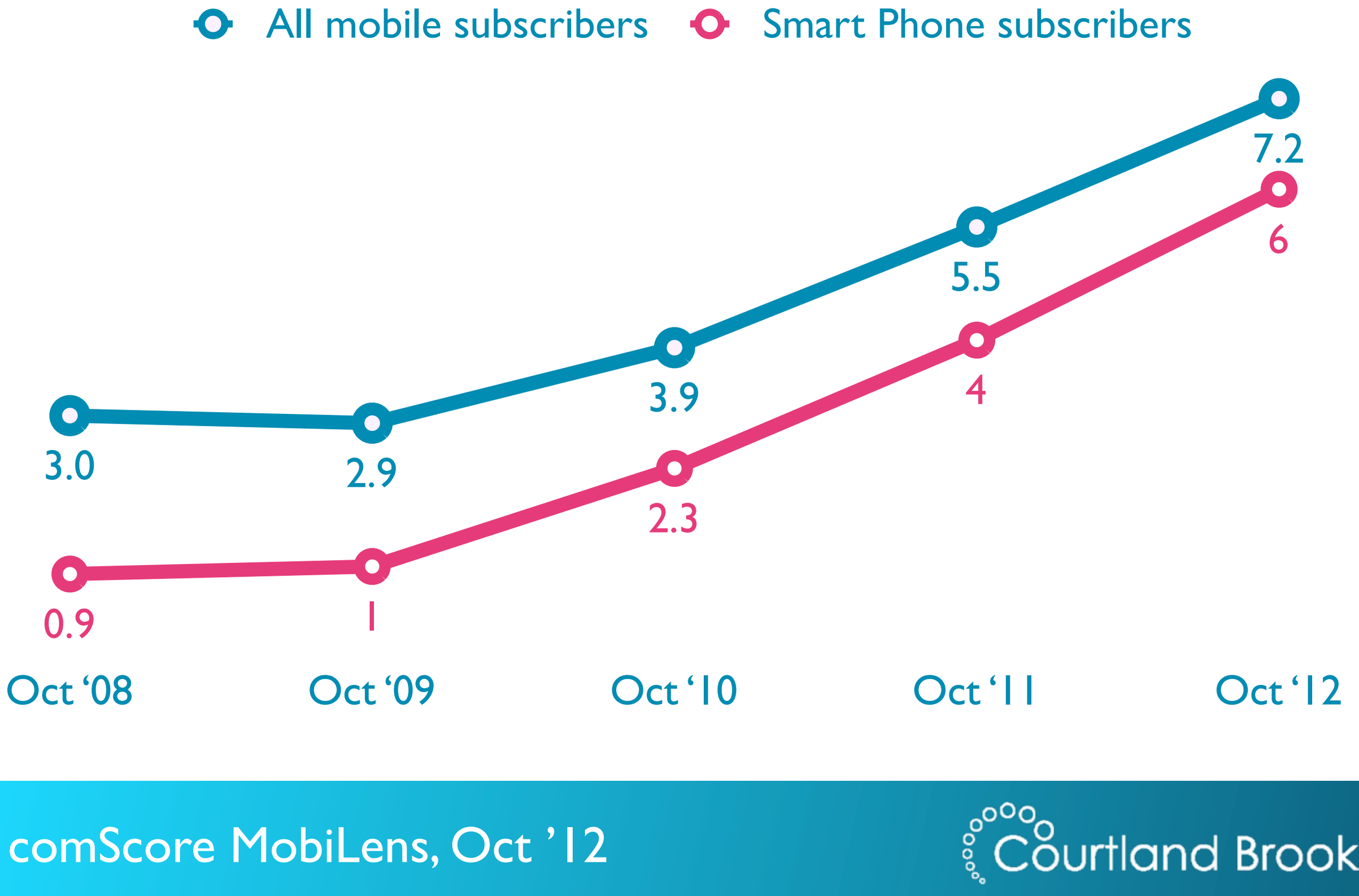
US Mobile Internet Dating Power Users (Million)



comScore MobiLens, Oct '12

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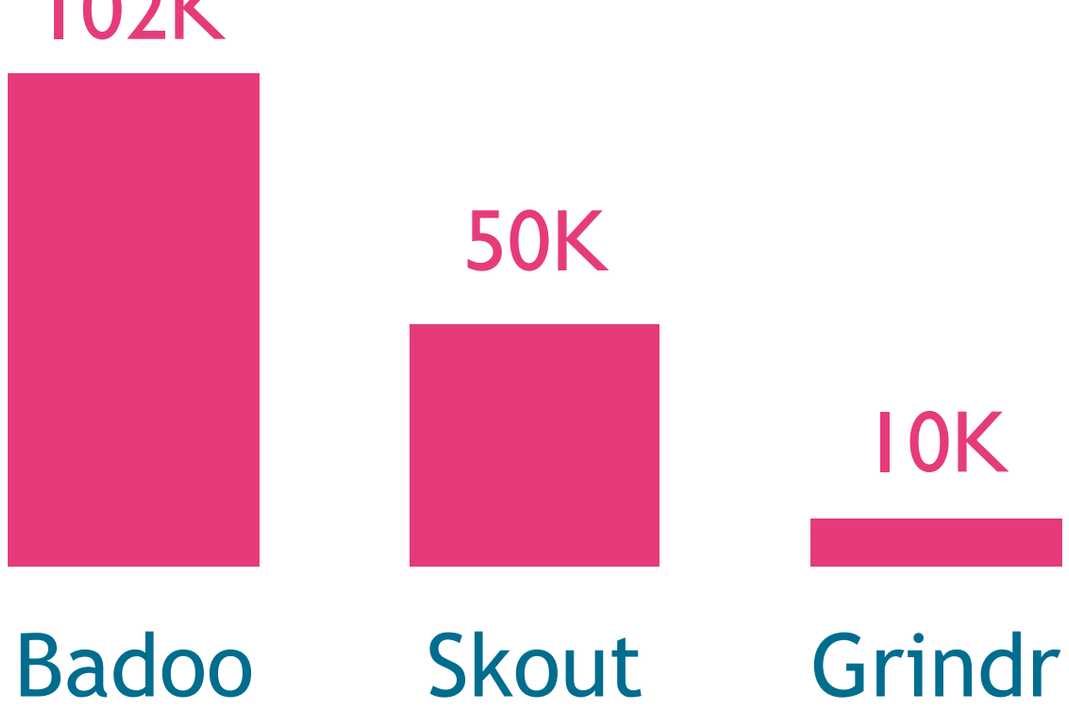
Badoo - 150K new users a day, **102k** **68%** comes from **mobile**



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Mobile $$$

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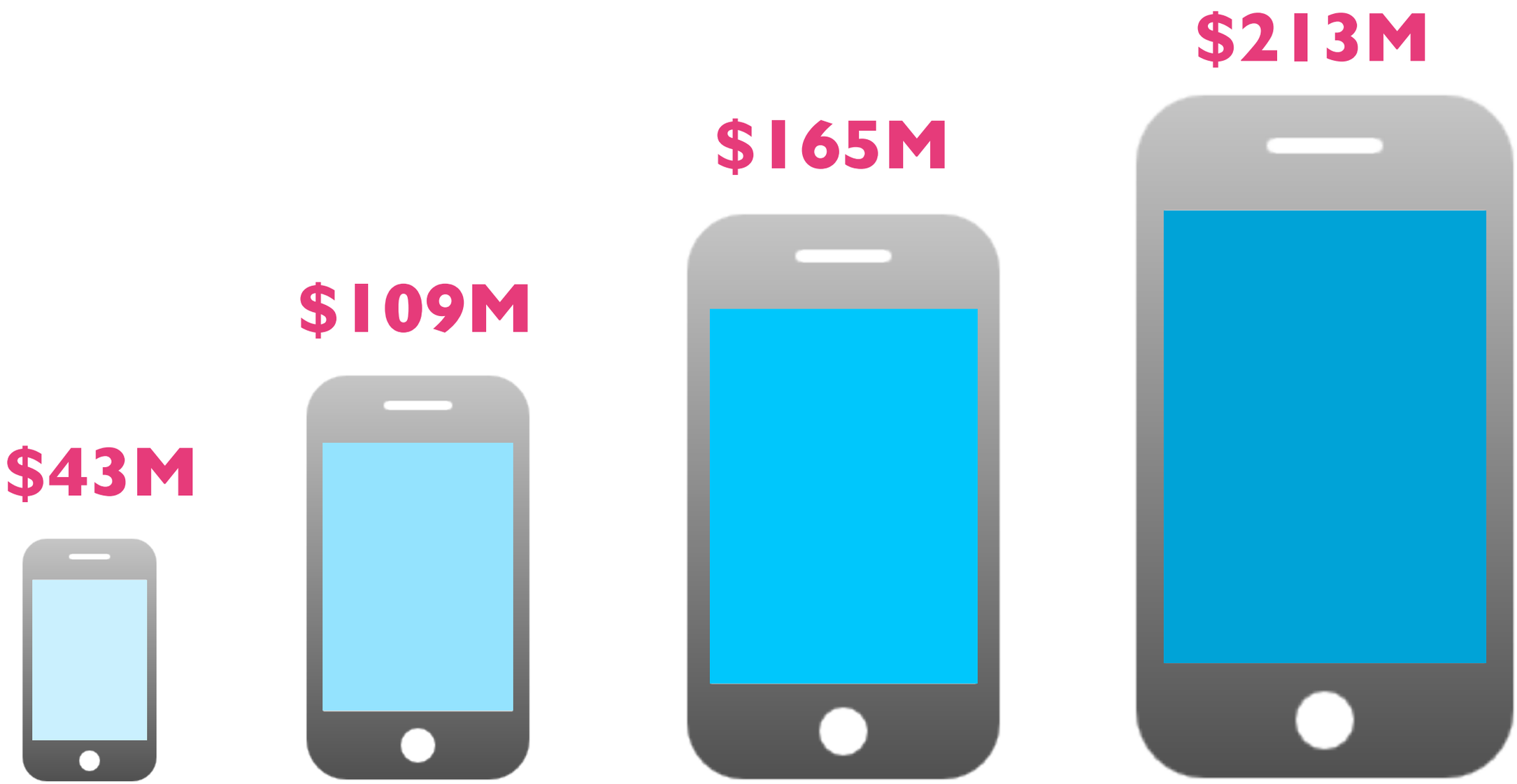
US Mobile Dating Revenue



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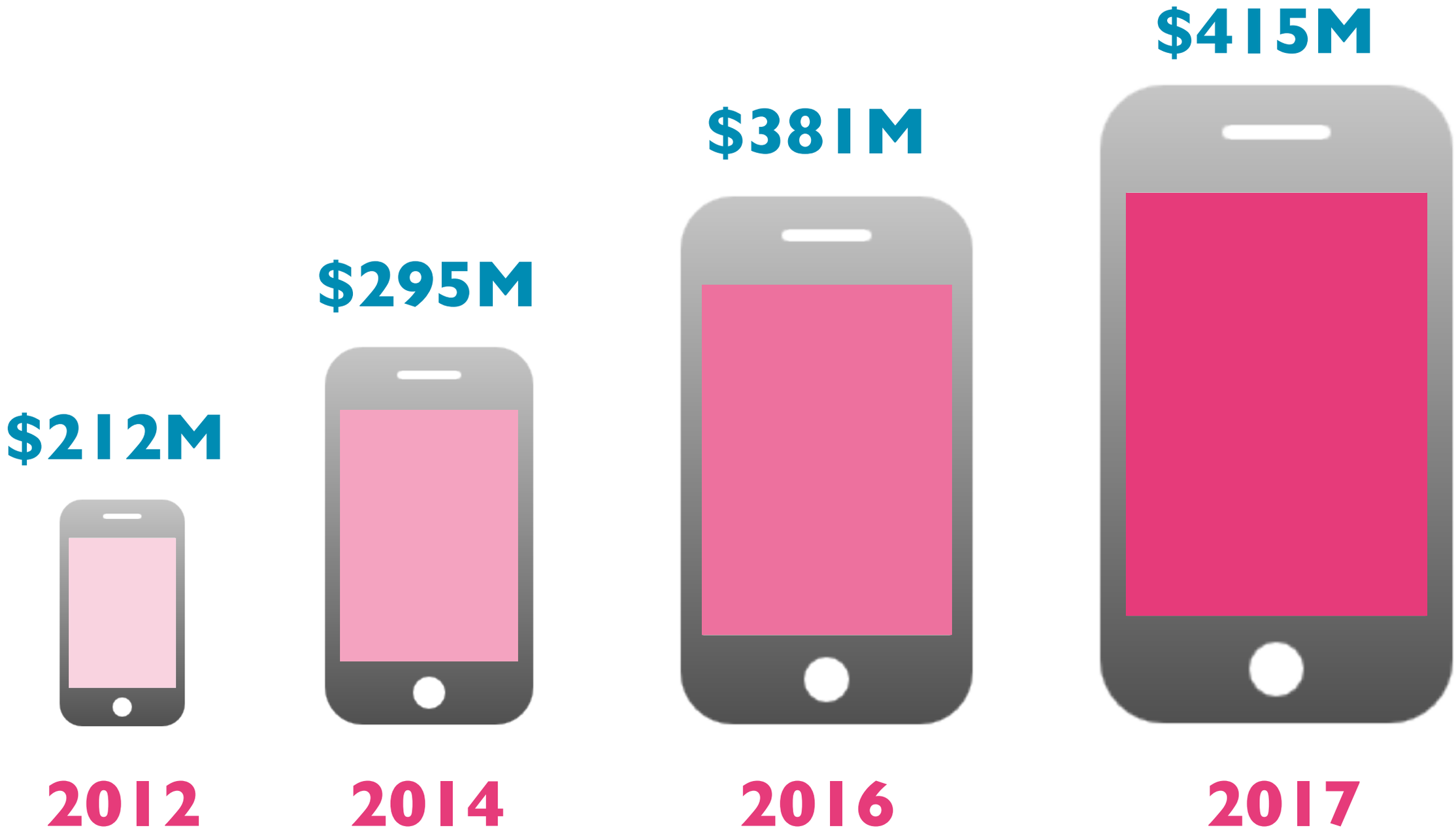
US Mobile Dating Revenue Forecast



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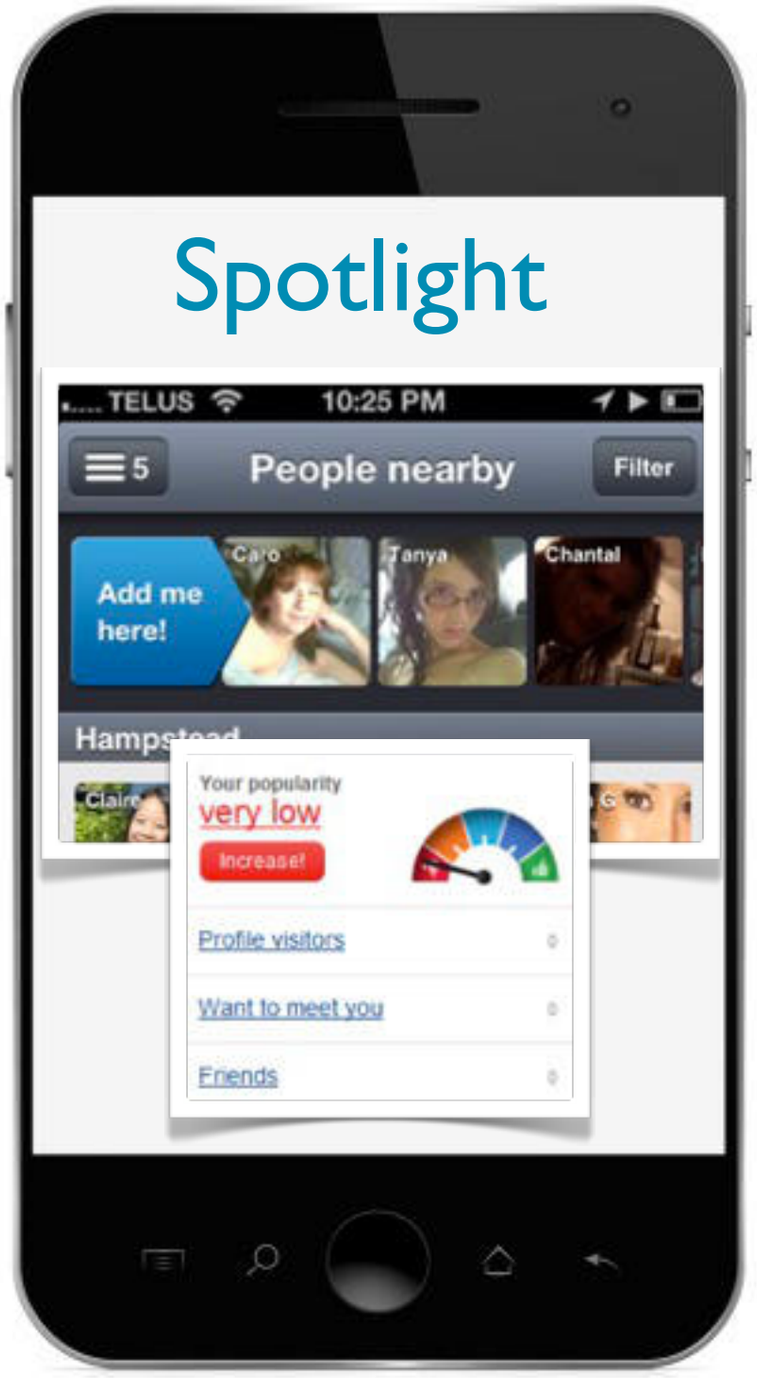
Spotlight



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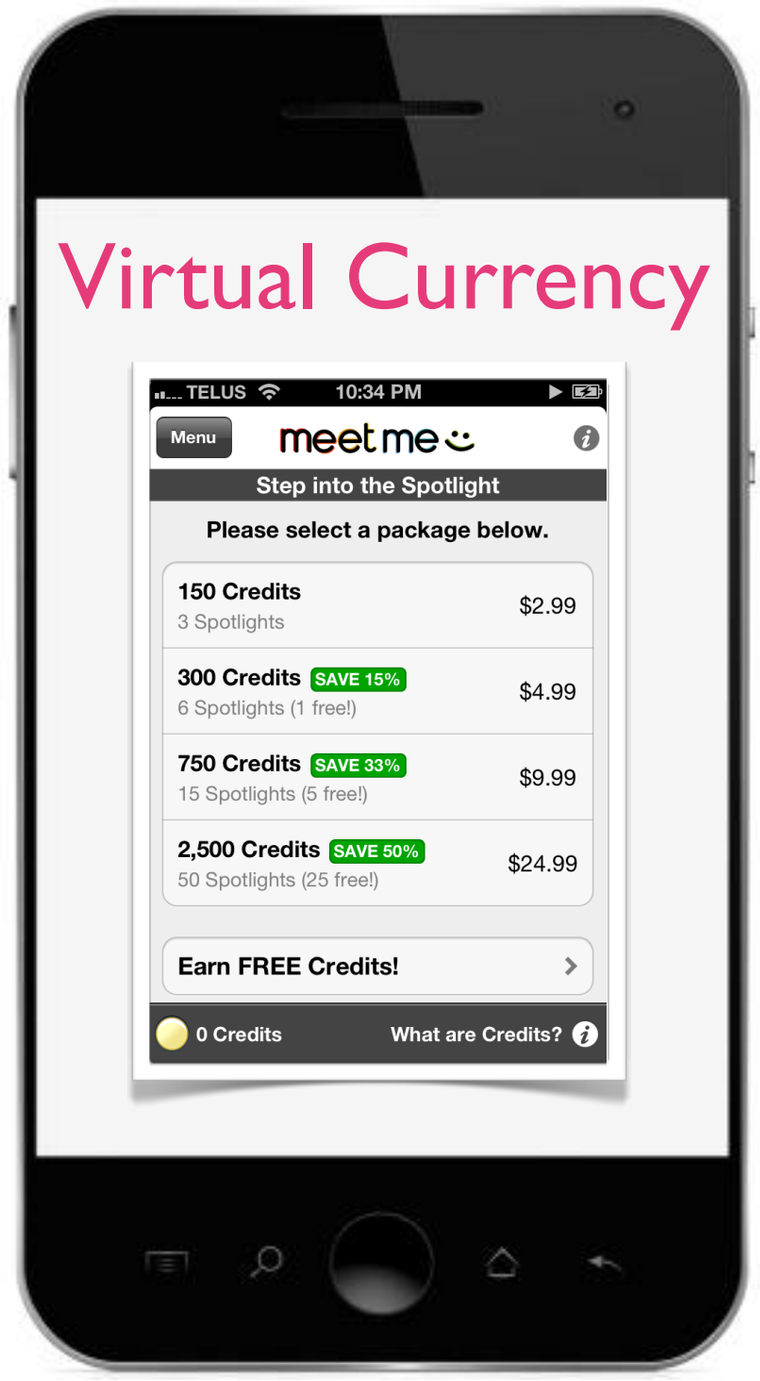
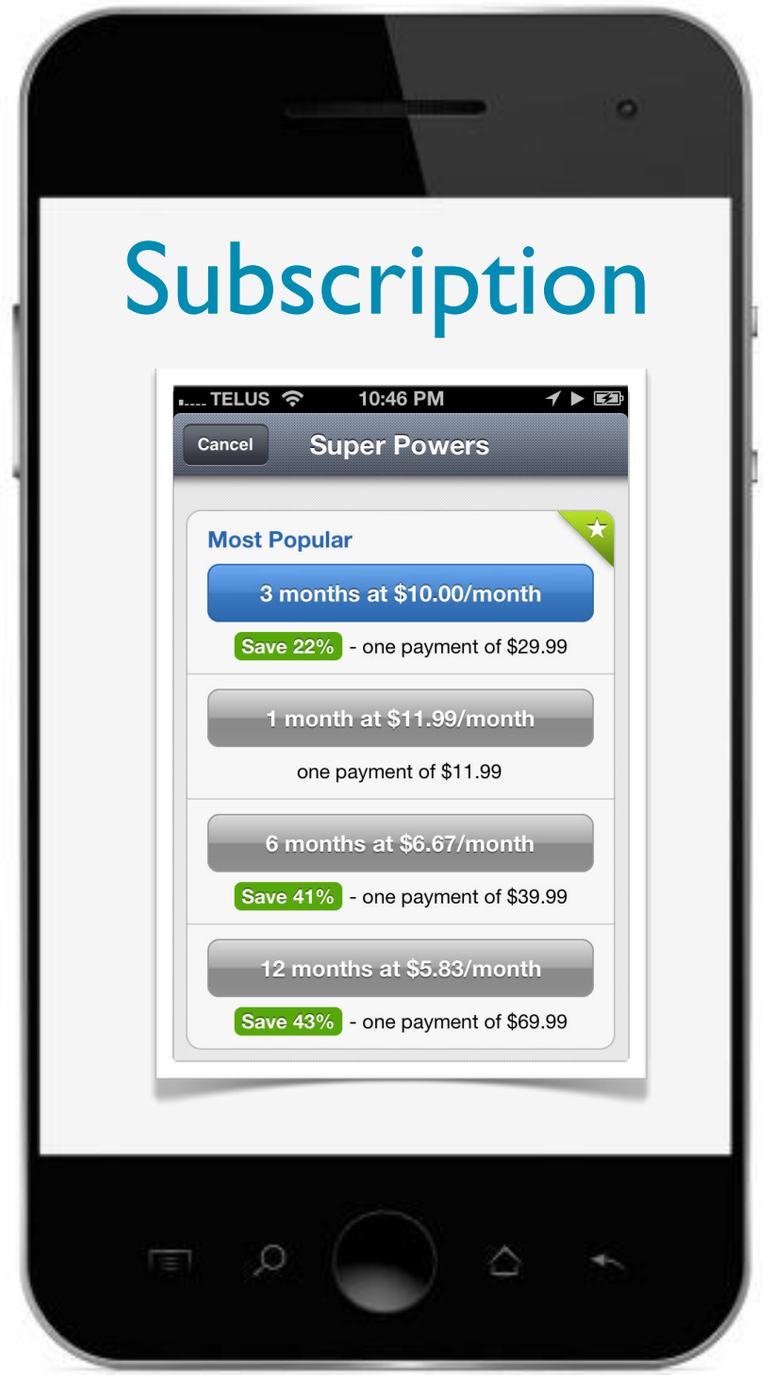
Virtual Currency





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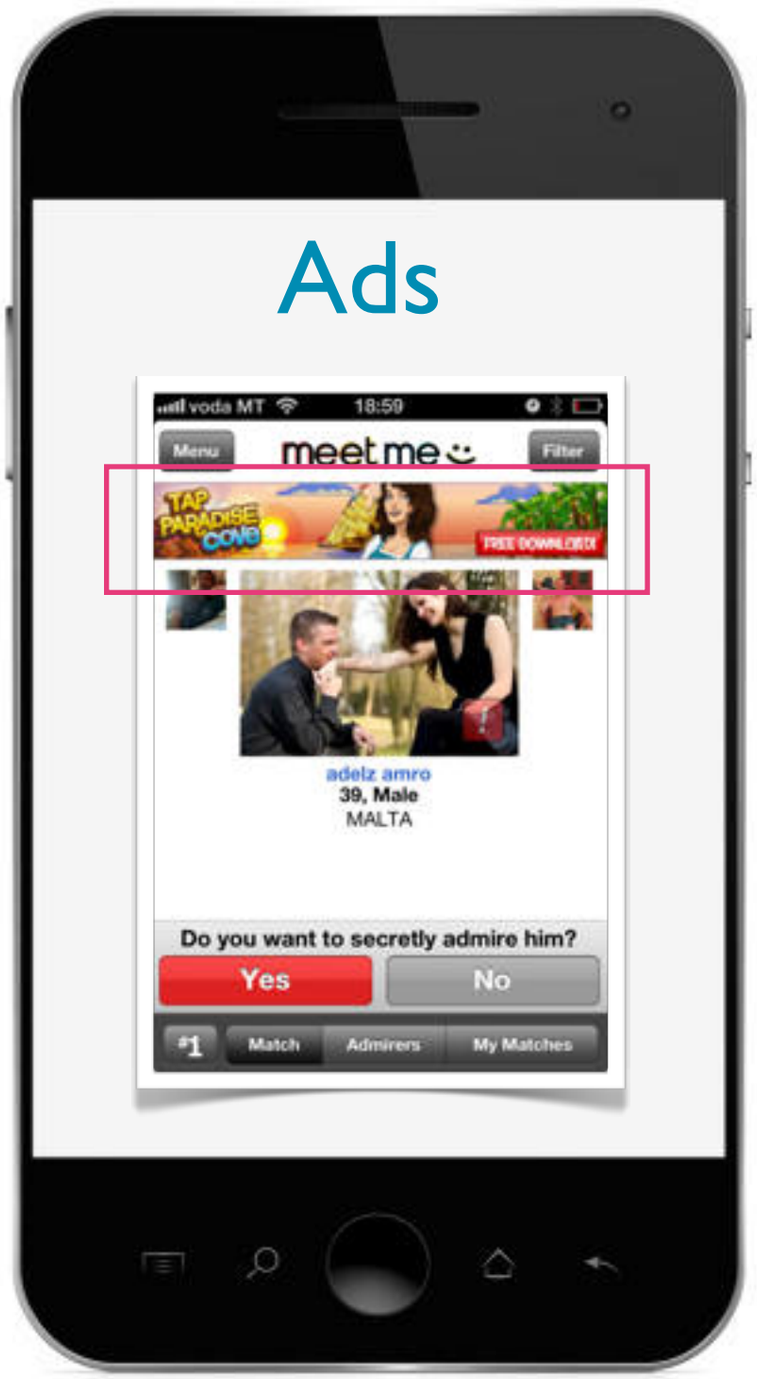
Ads



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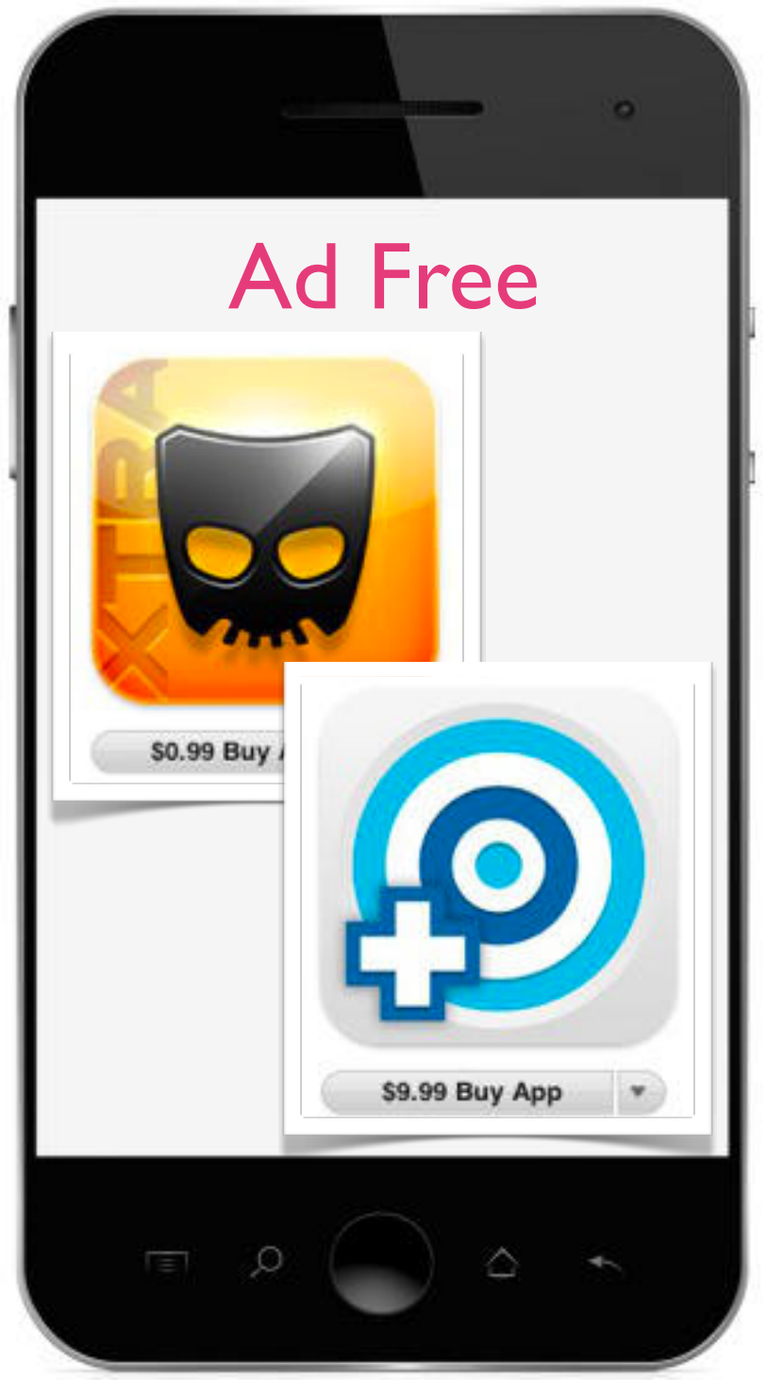

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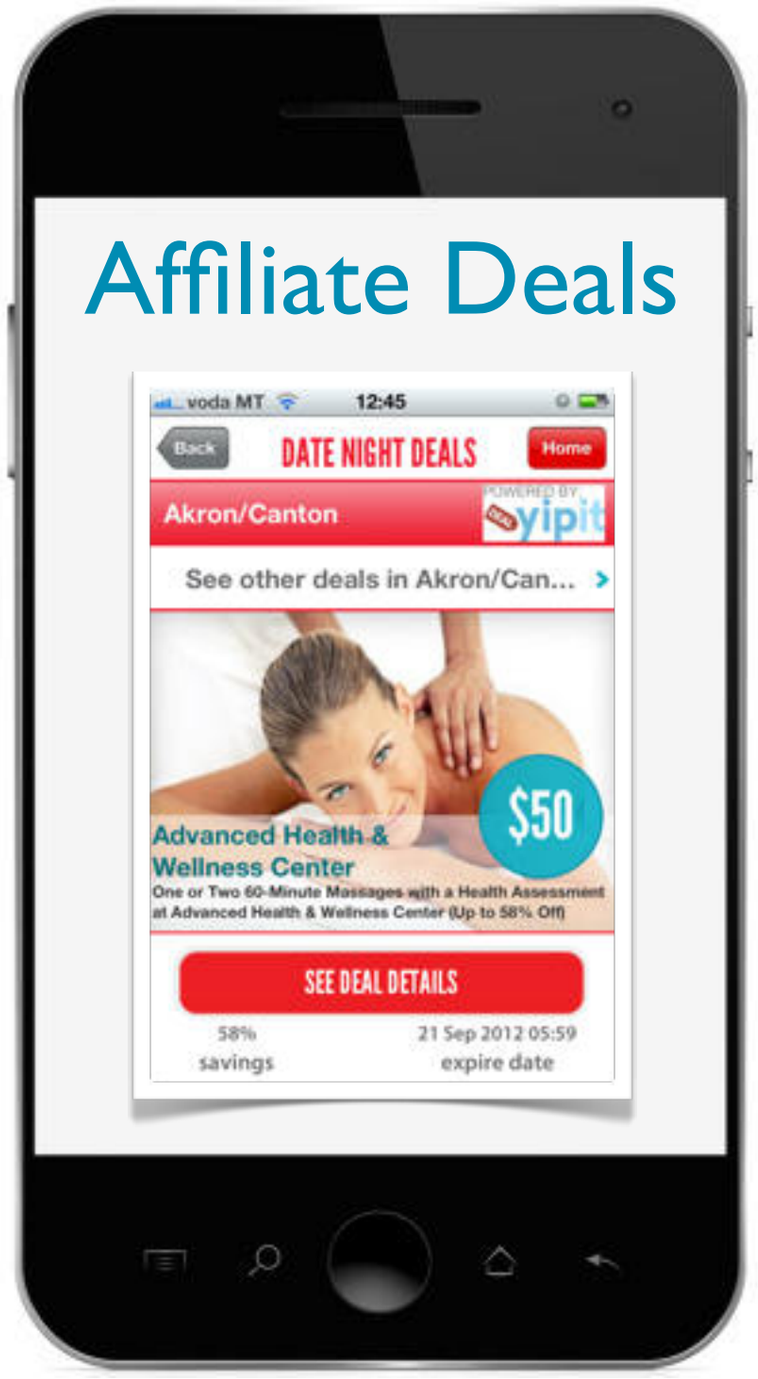
Affiliate Deals



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Top News

eHarmony Founder & Chairman Dr. Neil Clark Warren Is Now CEO



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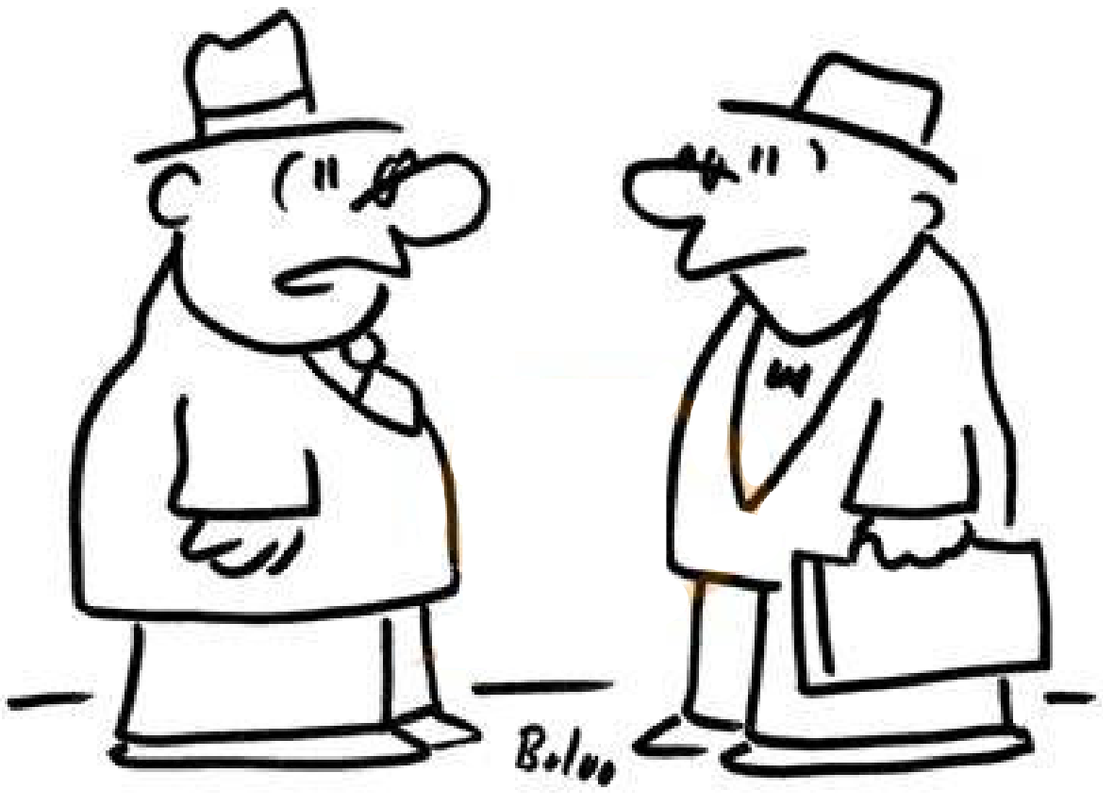
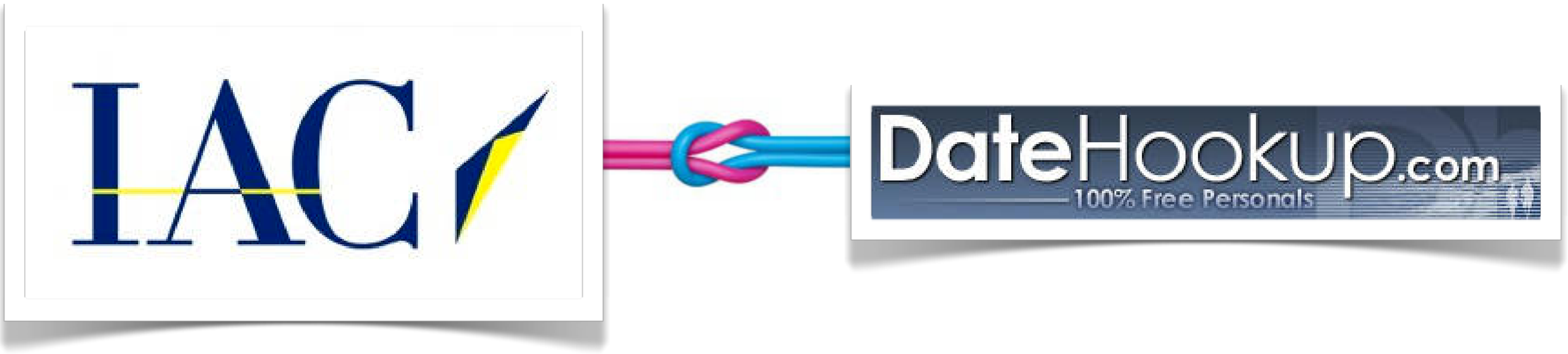
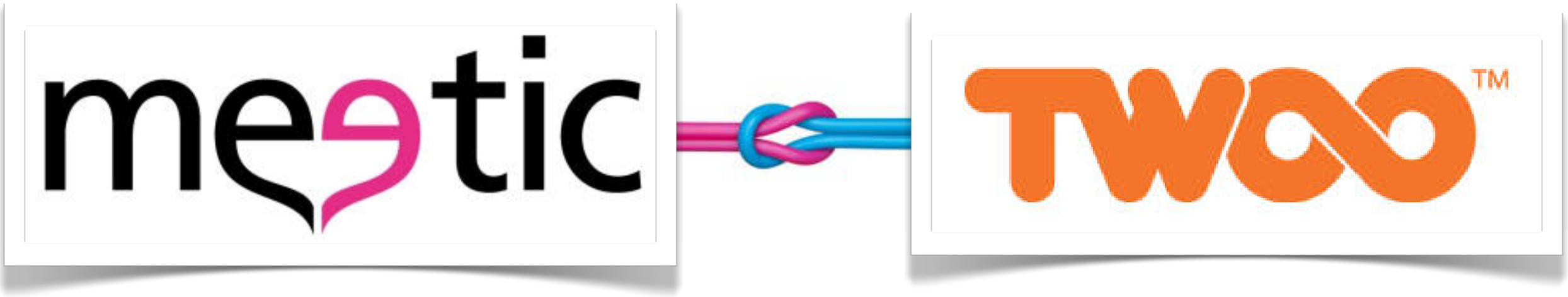
M&A News



"I lost track of all my business mergers, and accidentally laid myself off!"



IAC buys DateHookup.com



Meetic buys Twoo.com for 18.9 Million Eur

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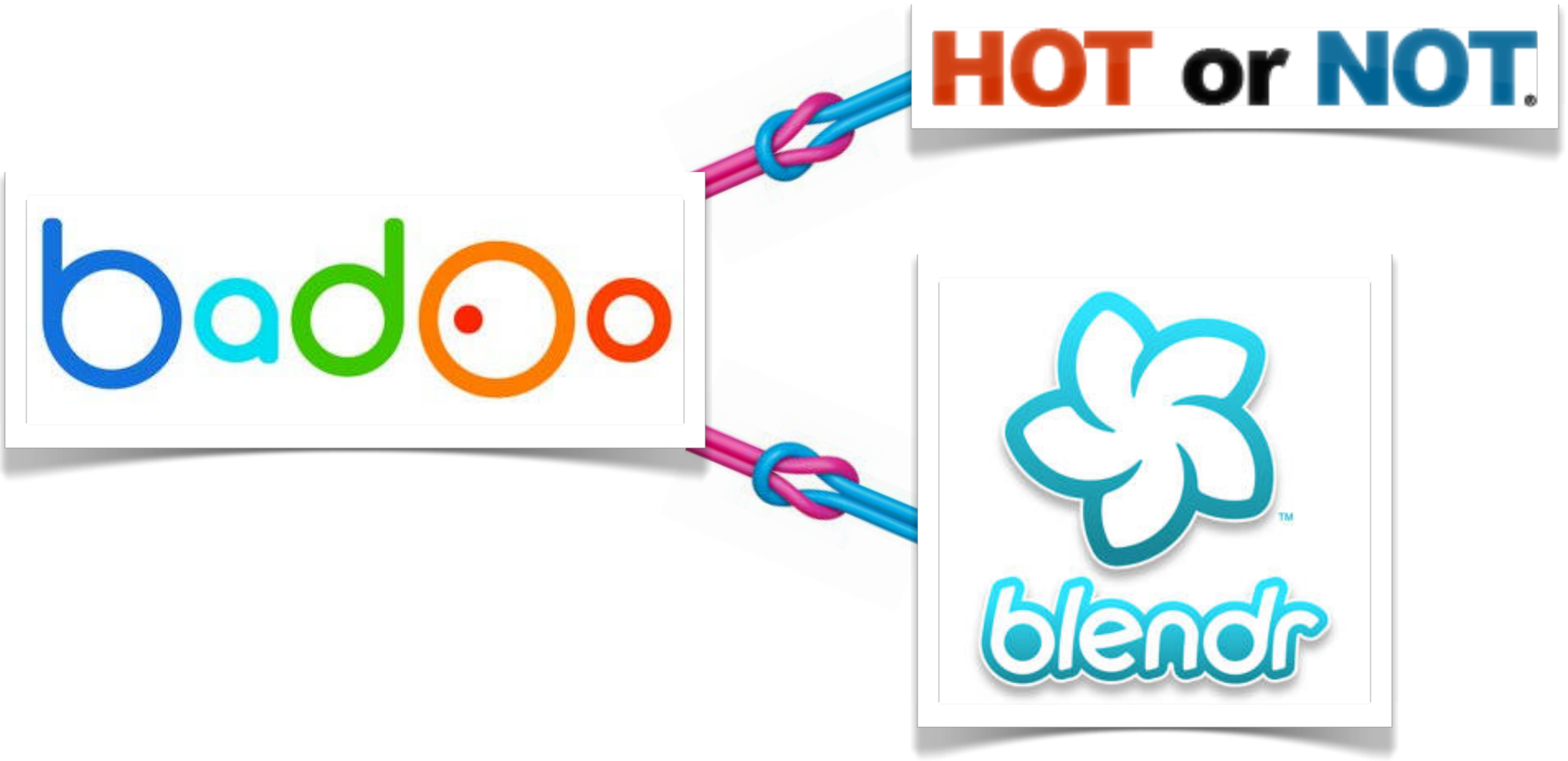

Badoo Is Powering HotOrNot and Blendr

global personals



smooch.com

Global Personals buys Smooch.com, 7th largest dating site in UK

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Dating Factory (Caerus AG) acquired World Dating Partners and CrossDating.com

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AshleyMadison.com Acquires Ohhtel, its South American Counterpart

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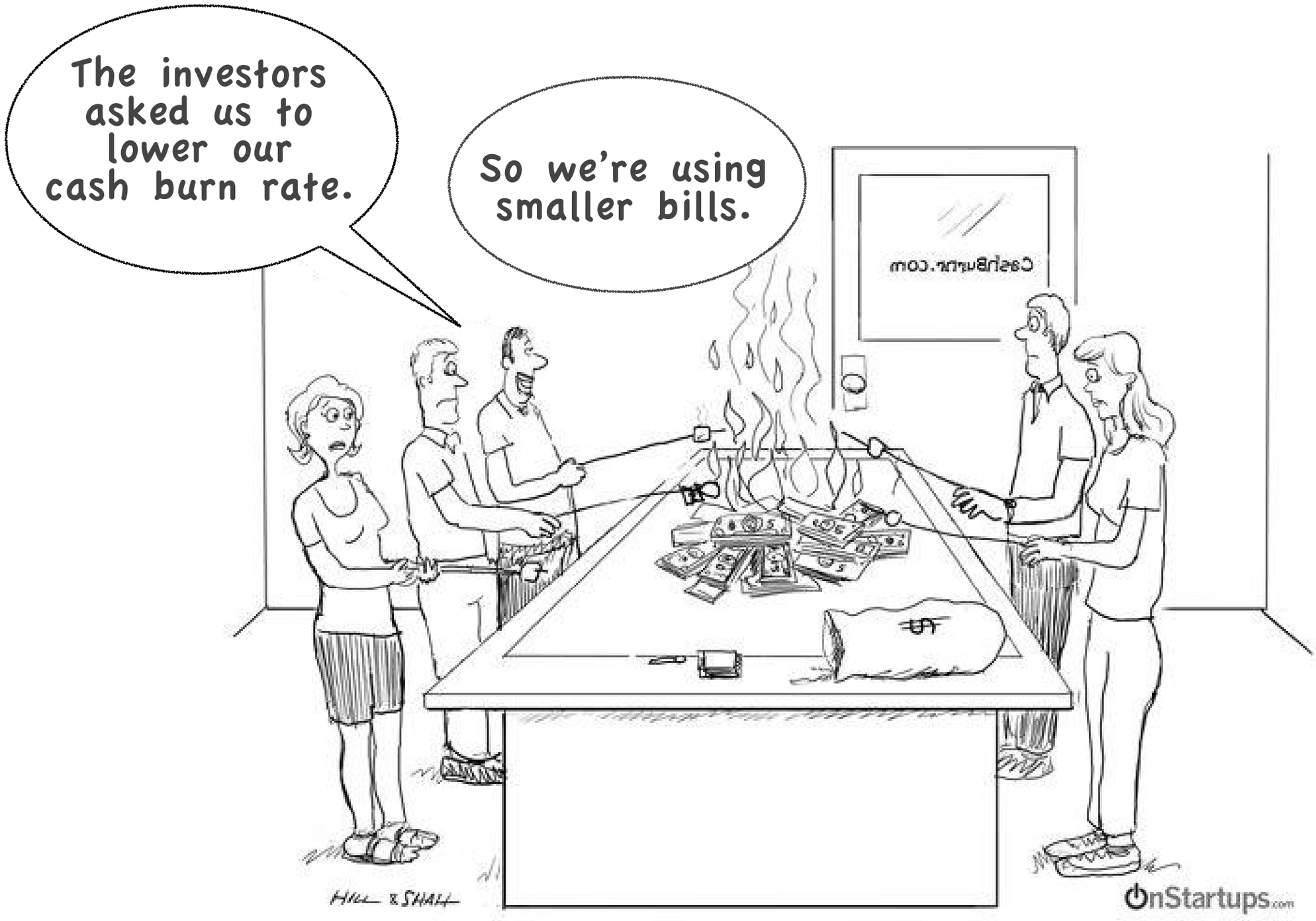
Funding



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Skout Raised $22 Million



CoffeeMeetsBagel Raised $600K

Dead Pool



"Unfortunately, we were a little off-target again this quarter."

FriendFinder Networks®

5000 co-Branded Sites

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Jazzed is Closing Down

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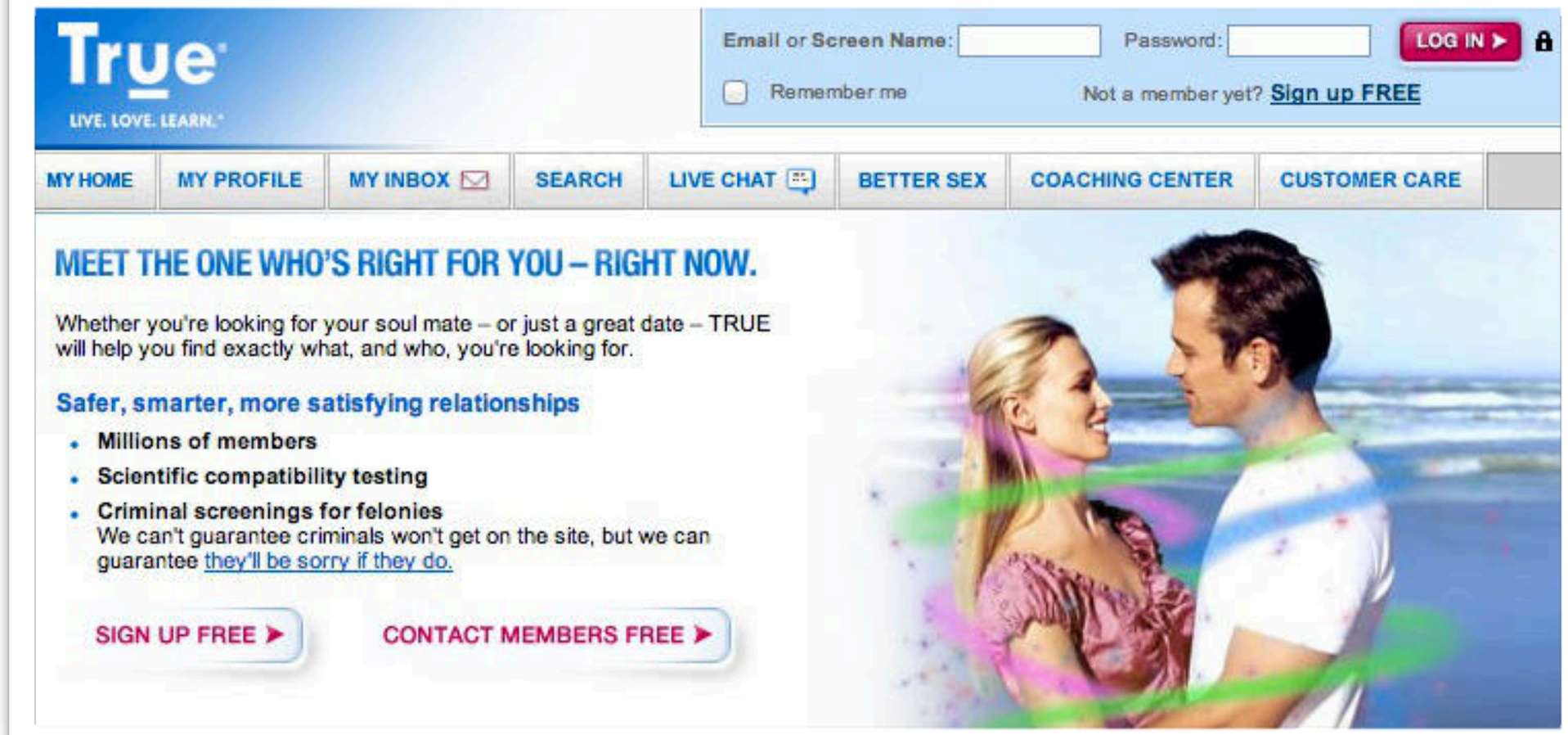

True.com Seeks Bankruptcy Protection

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Controversy

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AdopteUnMec.com Opened Shop With Men on Display

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White Label Dating Admits To Using Shills In Past

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Trends



Offline Again...

stir by match.com





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NEW YORK CITY

GROUPER

SOCIAL CLUB





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It's OK to stay...

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ZOOSK

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Create and share your romantic journey.

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First Name:

Last Name:

Email Address:

Password:

I am:

Select Sex

Relationship Status:

- ✓ Select Relationship Status
- Single
- In a relationship
- Engaged
- Married
- Undeclared

ear (?)

* By clicking "Sign Up" or "Login with Facebook", you agree to our Terms of Use and Electronic Records terms and consent to our Privacy Policy.

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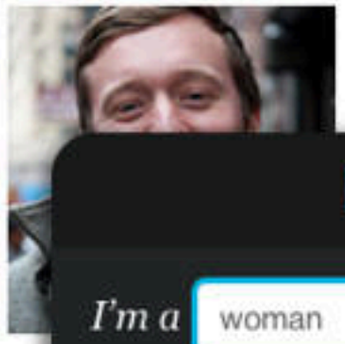
howaboutwe...

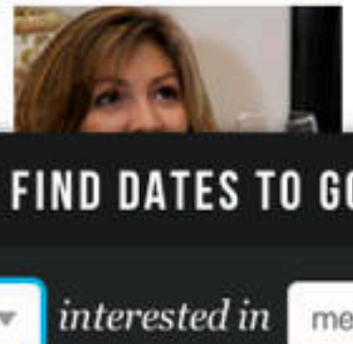
member login ▾

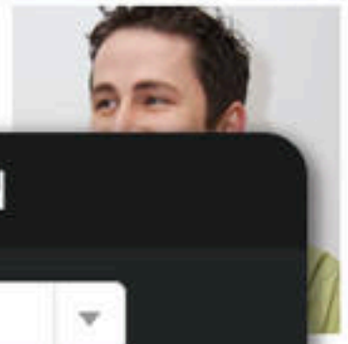
ALL IT TAKES IS ONE DATE



How about we…
drink some free wine at a gallery opening.









How about we…
go to a ball game and get (a little) rowdy.

FIND DATES TO GO ON

I'm a woman *interested in* men

age 25 *to* 45 *near* zip

Find Dates ›

Not in the US?

♥ Already seeing someone? try HowAboutWe Couples

HOW IT WORKS

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Relationships take work. They also need fun, play, learning and love. Long-time couple Karla and Al created Tokii to give you the tools to make it easy.

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Tokii Founders: Karla & Al

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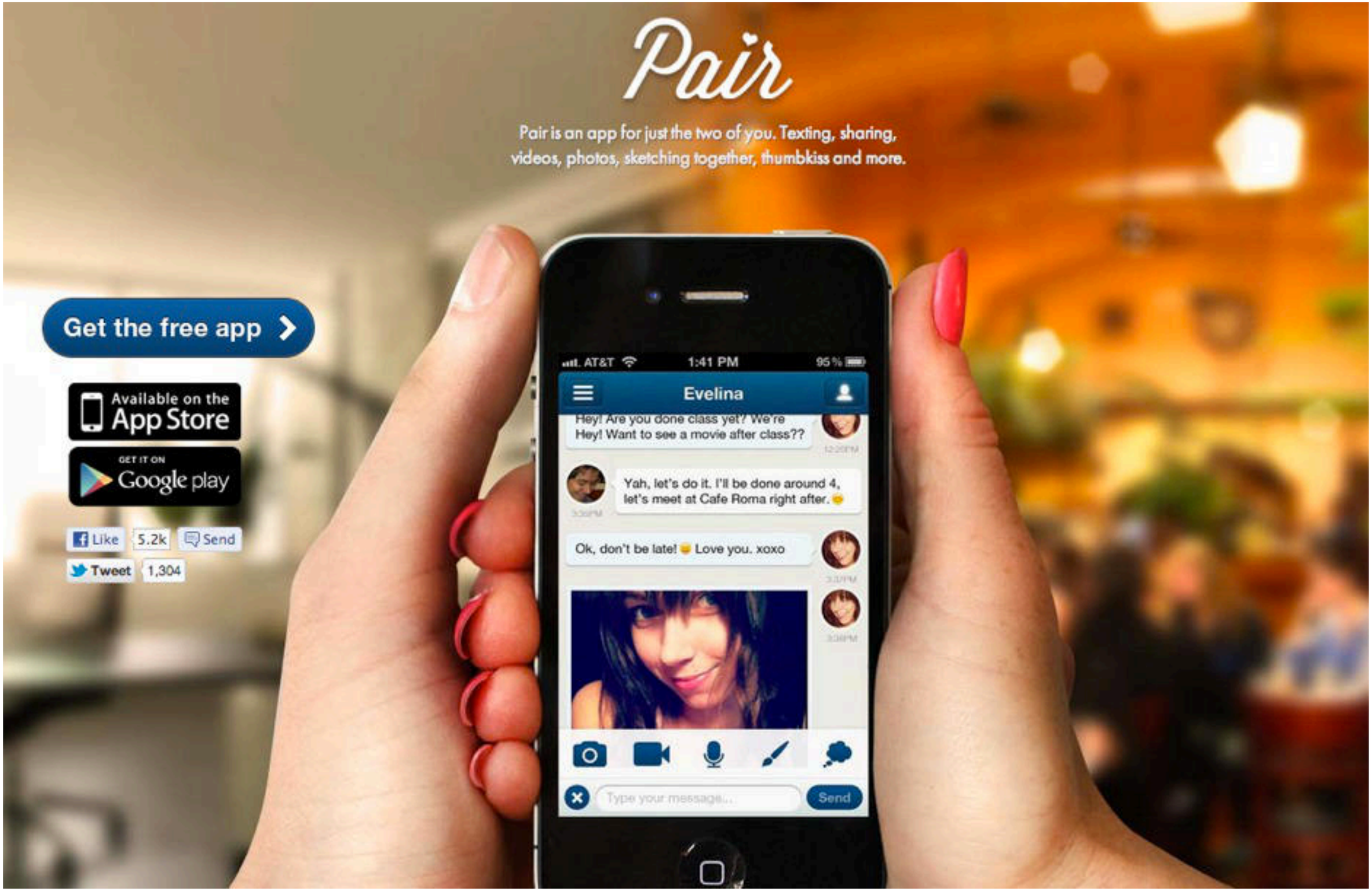

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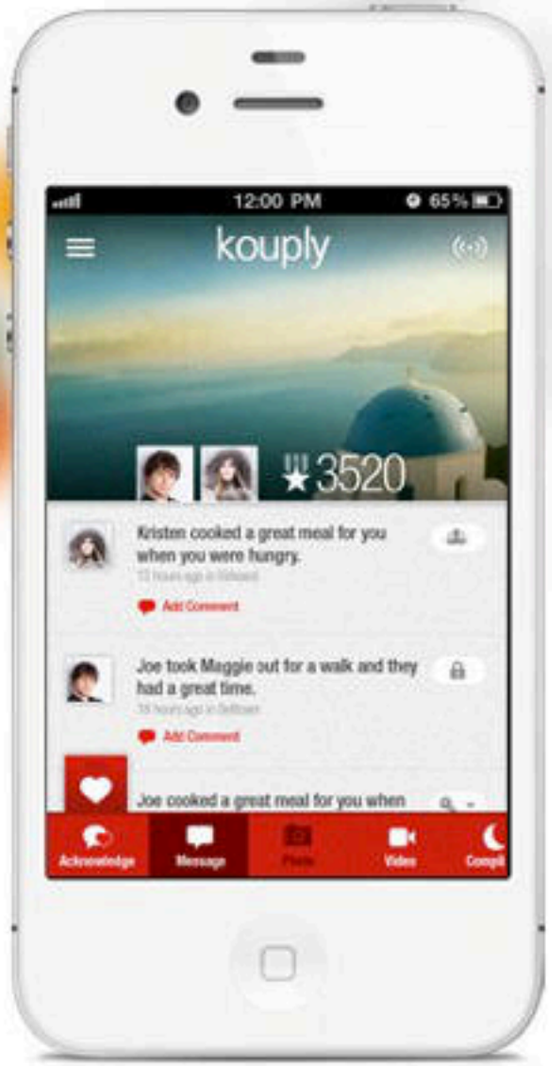

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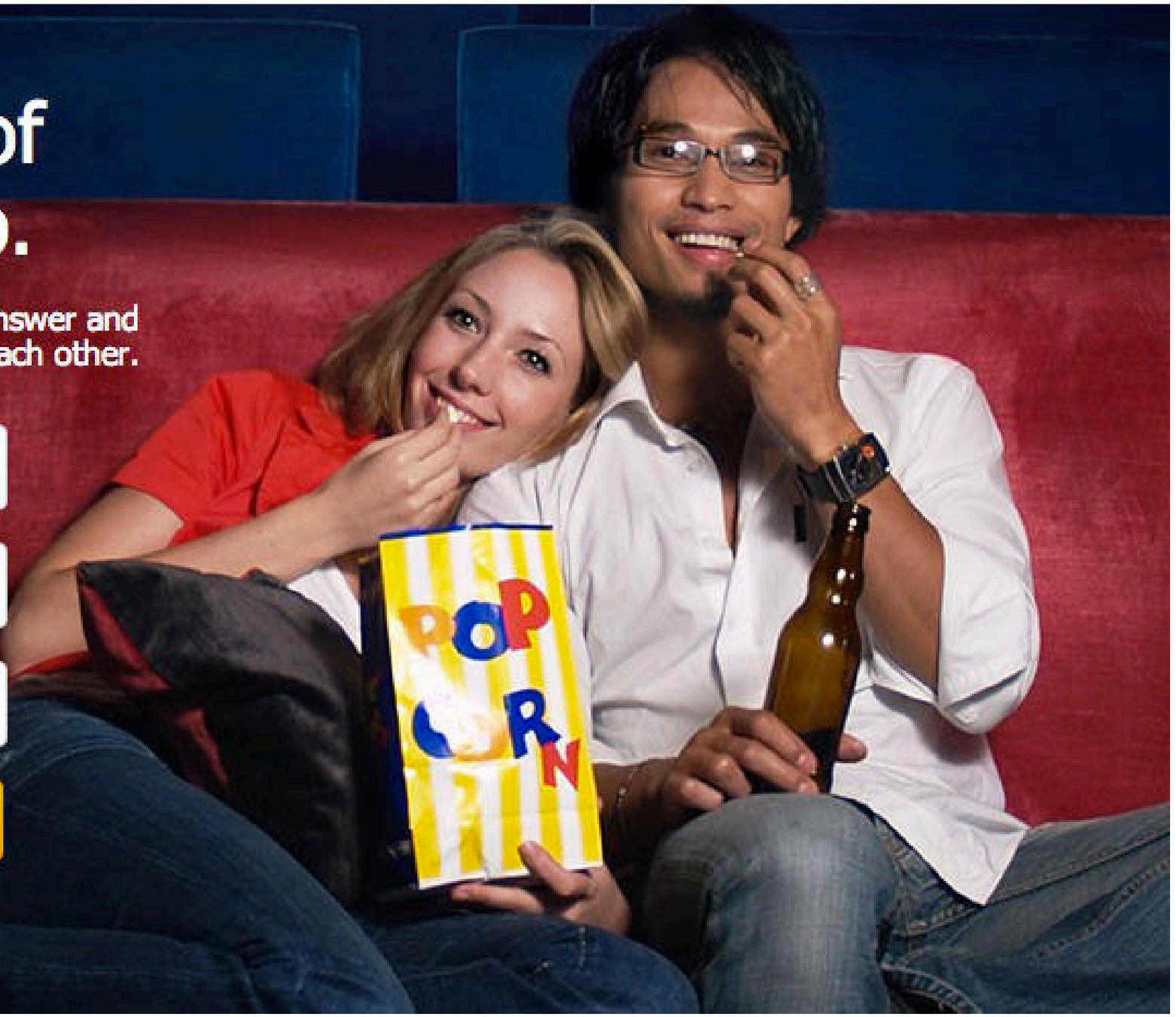

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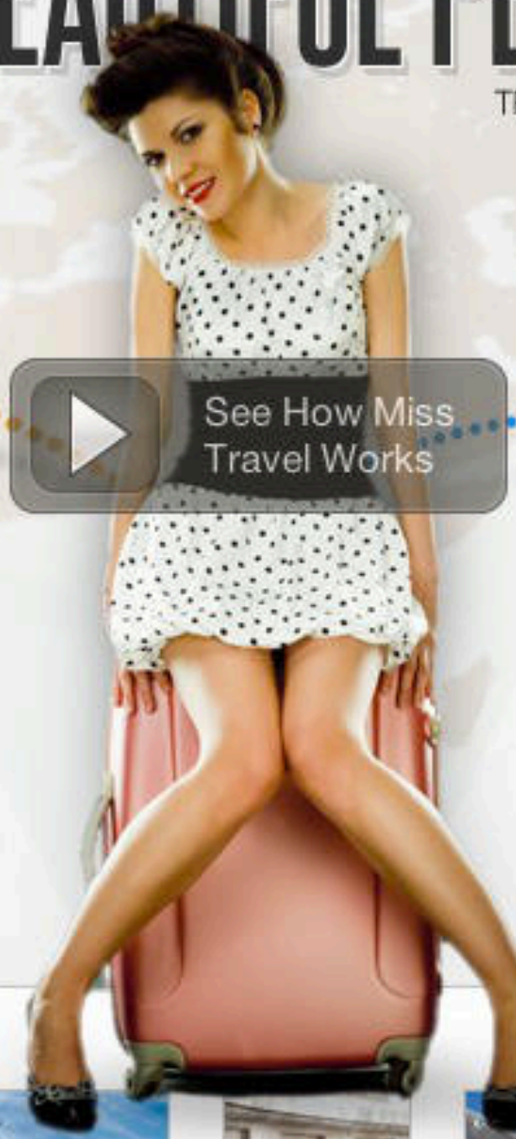

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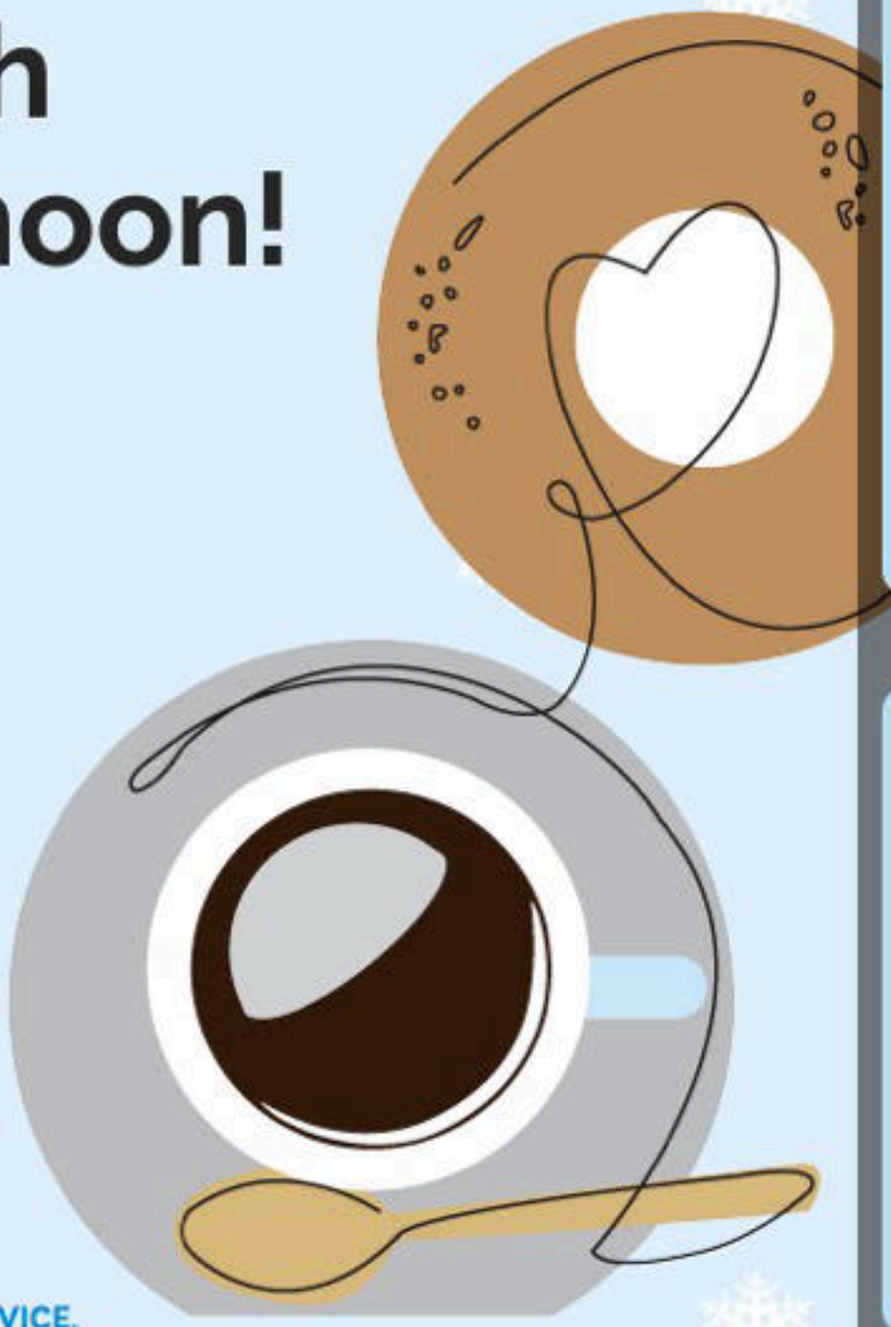

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