

FINDING LOVE

IN THE DIGITAL AGE

According to Match.com online dating is the 3rd most popular way for singles to meet beyond friends & family in 2010. [1a]

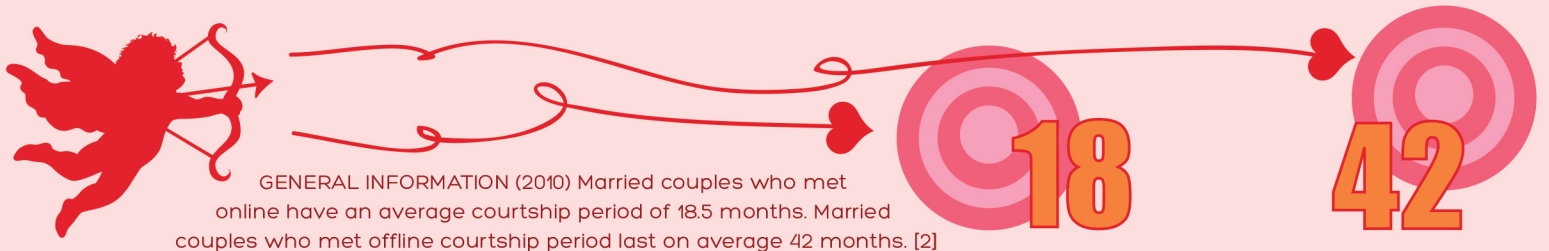
2010



5.5 MILLION OF 54 MILLION USE ONLINE DATING

NORTH AMERICA (2011) There are 54 million singles in the United States. 5.5 million of those use dating services. [2a]

COURTSHIP BEFORE MARRIAGE: ONLINE VS. IN-PERSON = 18 vs. 42 MONTHS



THE ONLINE DATING INDUSTRY IS NOW WORTH \$4 BILLION WORLDWIDE. [4]

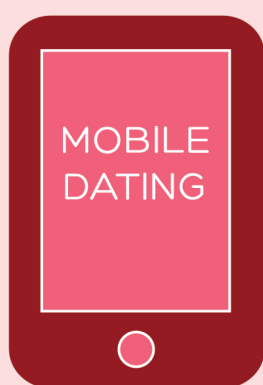
GLOBAL ONLINE DATING PROFITS



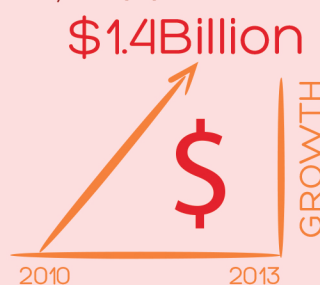
2010



According to mobile research group Ground Truth, mobile dating saw a 92% increase in users since the summer began. [16]



Juniper estimates that the overall mobile dating sector will grow to \$14 billion worldwide by 2013. [20]



MOST POPULAR MOBILE SITES: 1. FLIRTOMATIC ... 7. MATCH.COM ... 17. EHARMONY

According to Ground Truth, Flirtomatic was the #1 visited dating site this summer through a mobile phone. Match.com was ranked 7th and eHarmony was 17th. [18]

IN 2010...

17%

of married couples met online



In the last year 17% of couples who married met on a dating site. [6]

1 in 5 SINGLES have dated online

1 in 5 are "committed" to those they met online



1 in 5 singles have dated someone they met on a dating site. [6]

1 in 5 singles are currently in a committed relationship with someone they met on a dating site. [6]

BETTER BUSINESS BUREAU COMPLAINTS

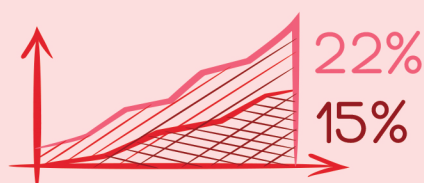
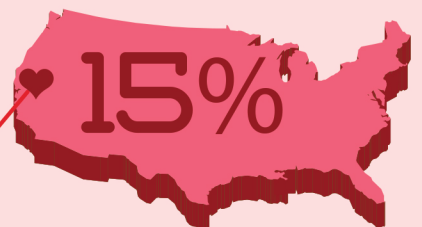
2004 126 total

2005 824 total

2009 2,606 total

The Better Business Bureau in the US said in 2004 they received only 126 complaints about dating services. In 2005 they received 824 and in 2009, 2,660 complaints. [3]

ONLINE DATING INCREASED



NORTH AMERICA

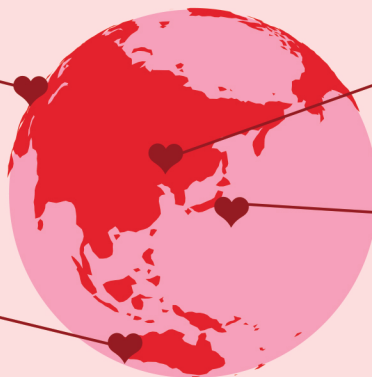
Online dating nationwide increased 15% from May 2009 to May 2010. In the Bay area (San Francisco, San Jose and Oakland) it increased 22% in the same period of time. [14]

UNITED KINGDOM:

The volume of Google searches on mobile devices related to dating grew by 215% YoY [Year Over Year] since 2008. [20]

AUSTRALIA

Currently there are about 1.5 million online dating accounts in Australia. This is expected to increase to almost 2 million by 2020. [1]



CHINA:

As of June 15, 2010 China's soldiers are not allowed to use online dating sites. [11]

JAPAN:

Fukui Marriage-Hunting Café is the government's new online dating site for Japanese singles. This is a free service aimed at increasing Japan's fertility rate of 1.34 children per woman. [15]

References

1a. Time - The Web VS Mobile Apps

2a. 10 Percent of US Singles are using Dating Sites

1. Australian Online Dating Statistics for 2010

2. More Older Couples met through Online Dating

3. Better Business Bureau Complaints on the rise for Dating Sites

4. Zoosk's new iPhone Application and Chat Feature

5. Craigslist Revenue Report 2010

6. Match.com Releases Study on Trends in Online Dating

7. Women Marrying Men - 2 Statistics

8. Cupid Media Advocates Online Dating Safety

9. Young Couples now Waiting to Marry

10. Catholic Singles are Looking to Faith to find Matches

11. No Online Love for Soldiers in China

12. Mobile Dating Statistics

13. Private Education Breeds Adulterers - UK

14. Online Dating on the Rise among Bay Area Singles

15. The Japanese Government Gives Cupid A Run For His Money

16. Top Cities in the U.S. for Dating - 2010

17. New York Follows New Jersey with Online Dating Safety Law

18. Mobile Dating Popular this Summer

19. eHarmony UK set to Raise the Bar

20. Online Dating Trends: Mobile Dating Comes Of Age

Intro Blurb: ONLINE DATING STATS - STATISTICS CITED IN 2010: Online Dating is the third most popular way for singles to meet, behind school/work and friend/family member. Resources: Chadwick Martin Bailey and Match.com Study - April 2010

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