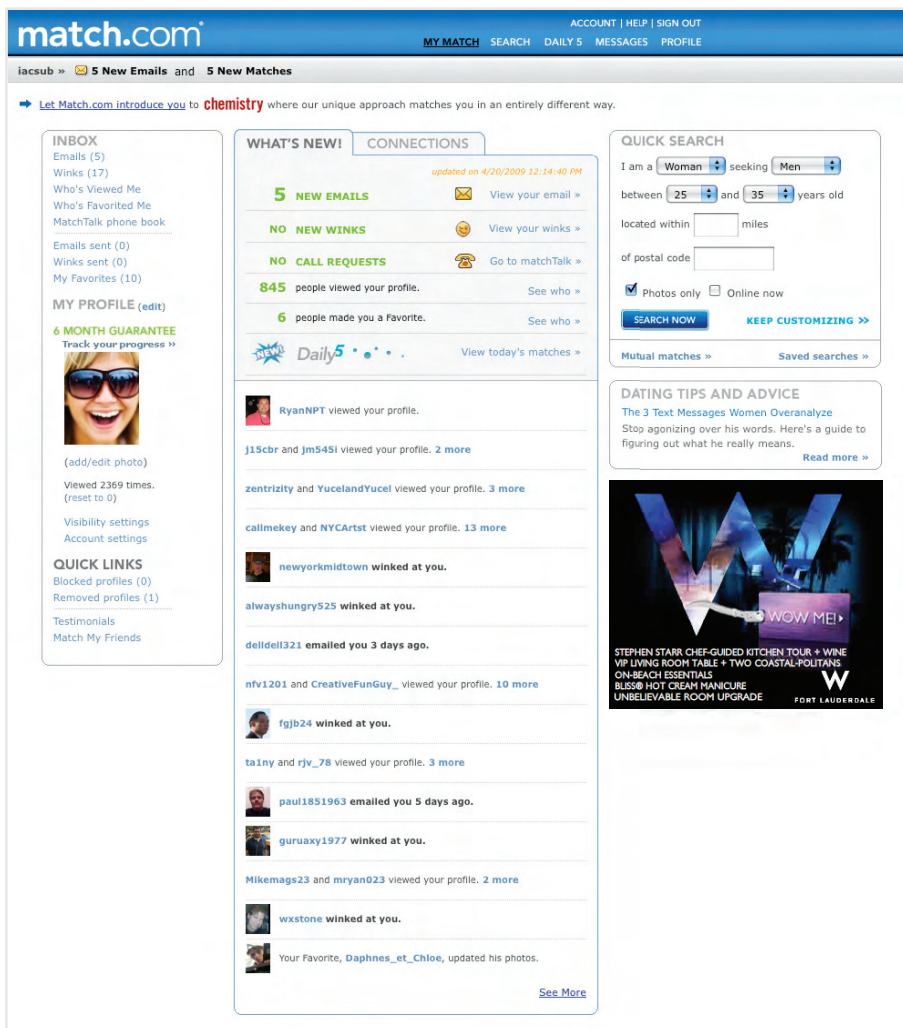




# ALIGN YOUR BRAND WITH THE LEADING U.S. ONLINE RELATIONSHIP SITE

Engage 2.8 million Match.com users who connect online and meet offline. These socially active consumers spend millions to primp for and go out on 6 million dates each year. With 20% growth in the first three months of 2009, it's no surprise that daters recommend Match.com more than any other site.



MyMatch.com page

## Powerful targeting based on declared information

### Demographic

- Age
- Gender
- Education
- Ethnicity
- Income
- Job

### Psychographic

- Build/Body Type
- Children
- Diet
- Drinking Behavior
- Exercise Type
- Hair Color
- Interests
- Language
- Living Situation
- Pets
- Sexual Preference
- Smoking Behavior
- And more

# OUR USERS ARE GOING PLACES . . . WITH THE INTENT TO SPEND



## FIND LOVE

### PREPARE FOR DATING

- Start gym membership
- Buy gym clothes, shoes, accessories
- Eat healthier
- Start diet
- Whiten teeth
- Buy camera for pictures
- Get help writing profile

### PLAN DATE

- Buy toothpaste, mouth wash, white strips, toothbrush, floss
- Buy breath mints, gum
- Buy new outfit, shoes, accessories
- Buy new cologne, perfume, makeup
- Go to barber or hair salon
- Buy hair styling products & accessories
- Get manicure/pedicure, massage

### GO ON DATE

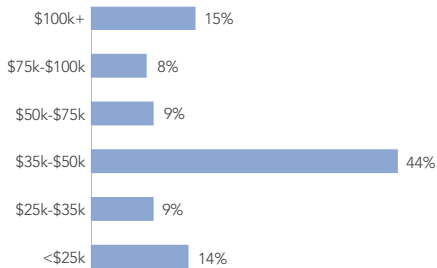
- Buy movie tickets
- Go to café or coffee shop
- Buy drinks or dinner
- Buy theater tickets
- Buy concert tickets
- Pay for taxi, car service, metro
- Buy flowers or candy
- Gas up car

## DATER MINDSET

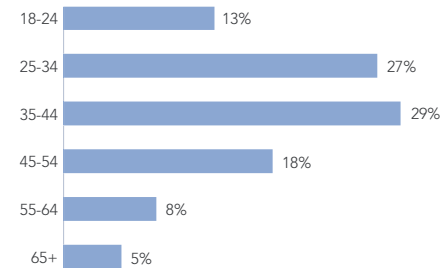
VIEW 30 MATCH.COM PAGES PER DAY

## JOIN THE CONVERSATION WITH OUR VIBRANT COMMUNITY

### HOUSEHOLD INCOME



### AGE



### GENDER

- 52% female; 48% male

### EDUCATION

- 48% College Grad;
- 19% Post Grad

### Connect with our engaged and social users

- Spend 60 minutes per month on Match.com
- View 30 pages per day
- 56 million+ first emails sent per year
- 132 million winks sent per year
- 12 couples got married or engaged today thanks to Match.com

Source: comScore PlanMetrix, December 2008; comScore MediaMetrix, six-month average, July–December, 2008; internal data, June 2008..