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PARSHIP AND WHATSONSTAGE IN ONLINE DATING DEAL

PARSHIP.co.uk, the UK arm of Europe's largest and most successful compatibility-based online dating service has teamed up with Whatsonstage.com, the pre-eminent news and information source for UK theatre, to create a co-branded dating channel.

Under the deal, PARSHIP has white-labelled its unique online dating service, which uses a proprietary psychometric test to determine matches between compatible people. Whatsonstage.com customers will be able to click on-site and take PARSHIP.co.uk's free psychometric test, gain fascinating insights into their personality from the resulting psychological profile and, most important of all, get matched with people with whom they are compatible.

Originally launched in Germany in 2001, PARSHIP is now Europe's largest online dating service for people who want to form a serious relationship. With over 1.5 million members, PARSHIP is growing faster than any other online dating site and has tripled its membership in the last 12 months.

Tony Blin-Stoyle, PARSHIP.co.uk country manager and former managing director of UpMyStreet.com and FT.com commented:

"We are delighted to be working with Whatsonstage.com. Theatre-going and the type of audience it attracts are exactly right for the PARSHIP service, which especially appeals to a more mature and affluent audience.

We intend to set up a series of special events for our joint customer base, including singles theatre nights. After all, theatre is one of the more romantic choices for a new date.

Serious online dating is growing three times more quickly than casual dating, as PARSHIP's success in mainland Europe has demonstrated. The market is clearly ready to expand with new distribution channels like Whatsonstage.com helping people focus on seeking serious relationships."

David Dobson, managing director of Whatsonstage.com and Theatregoer Magazine, said:

"Whatsonstage.com is the country's biggest theatre website and has an extremely strong relationship with its most regular customers. It was some of them who asked us if we could look into organising some way in which they could meet other single theatregoers for romance as well as trips to the theatre.

After looking at virtually all of the online dating services we chose PARSHIP as its approach and demographic most closely matched our own. The online link up is just the start of the business relationship and we expect to be co-hosting theatre events for singles in 2006."

Headquartered in Germany, PARSHIP is majority-owned by Holtzbrinck networkXs AG, part of the Georg von Holtzbrinck publishing group, one of Germany's largest publishing companies with financial interests in more than 80 companies, including the Macmillan Group. Driven

primarily by revenue-share partnerships with leading names in the print and online media, including FAZ, Die Zeit and Der Spiegel, as well as Tiscali and T-online, membership of PARSHIP has grown to 1,500,000 in the last year. Since its launch in 2001, PARSHIP GmbH has expanded to cover UK, Austria, Switzerland, the Netherlands, Italy, Spain and France. The company has recently relaunched its website and has just introduced a new 3-tier pricing system: £29 for 1 month, £69 for 3 months, £99 for 6 months

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