

Press Release: Tuesday 1st July 2008

BRITAIN'S RICH WE'D MOST LIKE TO DATE

BRANSON beats ABRAMOVICH & KYLIE kicks KATE off the shelf

**Women think Sugar sizzles in the boardroom
as British singles rate date appeal of rich-listers**

Although only 12% of British men and 14% of women claim they find money and power a turn-on, according to a new survey by online dating firm PARSHIP identifying Britain's richest people we'd most like to date, half of men wouldn't say no to a romantic rich list date with Kyle Minogue and a third of women wouldn't turn down Virgin-al Richard Branson.

Pert-bottomed pop princess **Kylie** danced off with the male vote, scoring 49%, while literary queen **JK Rowling** made a respectable runner-up with 23%. The word is that **Madonna** will soon be single again, but for all her sass – and her reputed £300 million – can she still be a hit with the guys? Only 12% of men polled fancied a remix with her. Kate Moss, once rated the world's most desirable woman, pulled in just 11% of the vote, scoring just twice the appeal of **Jackie Collins** (3%) and the **Queen** (3%) combined.

Richard Branson (35%) topped the Romantic Rich List poll, but veteran rocker **Paul McCartney** managed to take 25% of the women's vote, proving he's a hit with all ages. **Roman Abramovich** (19%), with his billions, must have a special appeal to the gold digger, while 13% of women said they wouldn't kick **Alan Sugar** out of their boardroom. Musicals mogul **Andrew Lloyd Webber** (5%) beat Harrods boss **Mohamed al-Fayed** (2%), suggesting that women prefer the strains of a ballad to the ring of the cash till.

The online Romantic Rich List poll of 1,000 British singles seeking a long-term relationship was conducted by PARSHIP, Europe's largest serious online dating site for single men and women, which features a unique psychometric compatibility test and a methodology that matches you with people who are genuinely right for you.

Topping Women's Romantic Rich List

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|---------------------------------------|-----|
| 1. Richard Branson (£2,700 million) | 35% |
| 2. Paul McCartney (£500 million) | 25% |
| 3. Roman Abramovich (£11,700 million) | 19% |
| 4. Alan Sugar (£830 million) | 13% |

5. Andrew Lloyd Webber (£750 million) 5%
6. Mohamed al-Fayed (£555 million) 2%

Topping Men's Romantic Rich List

1. Kylie Minogue (£40 million) 49%
2. J.K. Rowling (£560 million) 23%
3. Madonna (£300 million) 12%
4. Kate Moss (£40 million) 10%
5. Jackie Collins (£90 million) 3%
6. The Queen (£320 million) 3%

Dr Victoria Lukats, psychiatrist and PARSHIP's dating expert, commented

"The UK really is not a nation of gold diggers. Indeed, many people still consider it bad taste to talk about money. Surveys asking people what they find attractive in others have shown that personality factors and looks are cited as being far more important than wealth by the vast majority of people. These poll results appear to highlight this - rather than the favourites simply being the richest on the list, the rankings were probably influenced more by perceived personal qualities - kindness, sense of humour, passion, ambition, enthusiasm, likeability, charisma and talent - as well as looks and style."

Tony Blin-Stoyle, PARSHIP's UK and Ireland Director, commented:

'It's not surprising that the mature man is likely to be richer. However, he will also be wiser in the ways of what puts a smile on a woman's face. It's not just about diamonds and being a sugar daddy. It's very much about being self-assured and at ease in the glare of publicity. Knowing which restaurant fits what mood and being more patient in romantic situations.'

- Ends -

For Further information, please contact Penny Conway on 020 7014 4046, 07775992350 or email penny@parship.co.uk. Dr Victoria Lukats is available for interviews.

Notes to editors:

About PARSHIP

PARSHIP is the Europe's largest dating service dedicated to people who want to form a serious relationship. Founded in 2001, PARSHIP now has millions of active members and uses a unique scientific compatibility test, based on over 40 years of scientific research, to match people who have

both similar and complementary personality traits – the requirements for a harmonious relationship.

www.parship.co.uk, www.drlukats.com

About Survey

The survey was conducted by Facts International in June 2008 with 1,000 British adults over the age of 18. Financial data was taken from the Sunday Times Rich List 2008.