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METRO AND PARSHIP.CO.UK TEAM UP FOR SERIOUS RELATIONSHIP

- PARSHIP.co.uk signs exclusive deal as online dating partner for Metro -

(London, 9/3/06) PARSHIP.co.uk, the UK arm of Europe's largest and most successful psychometric online dating service, has concluded negotiations with Metro (www.metro.co.uk), Britain's first urban national newspaper, to become its exclusive online dating partner. The service will have a presence both on the Metro website and be promoted in the newspaper itself.

Under the terms of the deal, PARSHIP and Metro have created a co-branded Cupid Online Dating service which uses PARSHIP's unique proprietary psychometric test to determine matches between compatible people. Online, Metro customers will be able to 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 who are right for them.

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 1.6 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:

“Metro's key target audience of “urbanites”, ABC1 18-44 year-olds who work full time, is totally complementary to our own target market. These are the people who are looking for a serious relationship and for whom the convenience of a quality online dating service is a real plus. Many of them will have already tried other online dating sites and routes such as speed dating, but now they are ready for something that goes a little deeper and is more likely to lead to long-term results.

We have exciting plans for the new venture: a specially-created introductory psychometric mini-test for Cupid customers which is fun, but which also gives interesting and immediate feedback; a weekly question feature from our relationship expert, Dr Victoria Lukats and special events for Cupid customers, like theatre evenings.”

Recent PARSHIP research revealed that the UK has over 6 million single people on the look-out for a partner, 38% of whom are looking for a committed or long-term relationship. 3.5 million singles have already used the internet to find romance, the most popular vehicle being online dating.

Peter Barker, website editor of Metro.co.uk, said:

“Online dating is now a huge phenomenon and we want to offer our readers the very best. PARSHIP’s unique compatibility testing offers all sorts of opportunities for our Cupid Online Dating site. Our Urbanites target audience is young, eclectic and media savvy. We look forward to providing them with the type of online dating service they want and deserve.

With over one million copies distributed throughout 13 cities in the UK, Metro is the UK’s fourth largest weekday newspaper. Such a large, powerful readership creates all sorts of new demands and challenges. Helping our readers find successful new lasting relationships is one particularly rewarding element of this.”

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 1,600,000 in the last year. Since its launch in 2001, PARSHIP GmbH has expanded to cover UK, Austria, Switzerland, the Netherlands, Italy, Spain and France.