

**PRESS RELEASE: Tuesday, 6<sup>th</sup> March, 2007**

**PARSHIP GETS SERIOUS ABOUT GAY ONLINE DATING**  
**gay-PARSHIP.co.uk launched by European dating network for long-term**  
**relationships**

PARSHIP, Europe's largest and most successful scientifically-based proven online dating service, with over 2.2 million members, is to launch the first UK website to target the three million gay men and gay women in Britain who are looking for a serious relationship. Gay-PARSHIP is part of a gay dating network with a presence in seven European countries – UK, Germany, Switzerland, Austria, Belgium, Spain and Netherlands. The gay service will be rolled out in PARSHIP's other territories – France, Denmark and Sweden – over the next six months.

According to research commissioned by PARSHIP, online dating services and chatrooms have now become the most popular way for gay people to get a date – no less than 87% of gay men and 58% of gay women claim to have used them over the last 12 months. Yet until now, the research suggests, the right match has remained elusive in Britain's gay community: over the same period just 18% of gay men and 27% of gay women have had a serious relationship, even though 47% and 41% respectively are actively looking for a serious long-term relationship. A mere 16% and 18% are looking for a series of casual flings.

PARSHIP.co.uk has adapted its proprietary psychometric test, created by Hamburg University, for the Gay-PARSHIP service. Based on 40 years of scientific research, the PARSHIP test is able to match people who have both similar and complementary personality traits – the requirements for a harmonious relationship.

The launch of Gay-PARSHIP across Europe is being supported by a six-figure marketing campaign which includes print and online advertising, event sponsorship and a community outreach programme. In addition, PARSHIP.co.uk has appointed EP Communications, headed by Murray Harkin to handle public relations for the launch of gay-PARSHIP.co.uk.

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

“Serious online dating services are growing three times more quickly than casual dating sites. However, until now, the industry has done little to develop a serious dating and relationship service for gay men and women, even though 44% are actively looking for a long-term relationship. Over the coming months we plan to sign a string of partnership deals with the specialist gay media. All our partners will be able to take advantage of our

recently implemented interactive voice response system. This combines the current PARSHIP dating model with telephone driven personal voice greetings and advertisements, allowing media owners to dramatically increase revenue streams from personals advertisements.

Headquartered in Germany, PARSHIP is majority-owned by 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 The Independent, Belfast Telegraph, Hello, Express Newspapers, FAZ, Die Zeit and Der Spiegel, as well as Tiscali and T-online, membership of PARSHIP has doubled to 2.2 million members in the last year. Since its launch in 2001, PARSHIP GmbH has expanded to cover UK, Germany, Austria, Switzerland, the Netherlands, Italy, Spain, France, Denmark, Belgium and Sweden

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