

PARSHIP DOUBLES IN SIZE IN JUST ONE YEAR
Online matchmaking service confirms market leadership
as Europe-wide turnover grows to 46 million Euros

London, 7th May, 2008 - Until recently, premium matchmaking services were viewed as a niche segment of the mainstream online dating market, which is dominated by players with big TV campaigns and even bigger boasts about their membership. It is now apparent that the market is becoming more sophisticated. According to new figures revealed by online matchmaking service **PARSHIP**, premium online matchmaking has doubled in size in the last twelve months, carving out a healthy slice of the 317m Euros generated by the online dating industry in 2007.

PARSHIP, which uses a scientific compatibility test to match single people who are seeking a serious relationship, is Europe's largest premium online matchmaker: It now operates in 14 countries, including the UK and Ireland, employing a total of 150 people. It today announced a turnover for 2007 of 46 million Euros, which represents an increase of 100% over the previous year. Industry figures estimate total European revenues for the online matchmaking segment at some 67 million Euros, which means that PARSHIP's share is a dominant 70 percent.

According to Jupiter Research there will be an average growth for the whole dating sector in Europe of 20 percent in the current year. "There are 15 million singles currently living in the UK, six million of whom expect to use an online dating service over the next 12 months," commented PARSHIP CEO Dr. Arndt Roller. "However, looking for love on mainstream sites is a bit like searching for a needle in a haystack; by contrast, PARSHIP, with its scientific compatibility test, dramatically increases the chances of finding love. We have invested strongly in product development, member acquisition and information technology, providing a quality premium service that inspires confidence in sophisticated singles."

Unlike other dating organisations, PARSHIP is setting a strategic course for organic growth. As the company is already a clear market leader, it is probable that any future growth from the acquisition of smaller companies will only be marginal. Arndt Roller continues: "We are by far the biggest and the fastest-growing provider in our premium segment. Our success is based on our commitment to quality, which has led to tens of thousands of our members finding happy and durable relationships."

At the heart of PARSHIP is the 80-question scientific compatibility test. Each new member takes the test, which creates a fascinating profile of his/her personality and forms the basis of the PARSHIP matching process. This scours the database for matches to the new member's profile and immediately presents a list of profiles of potential partners. Each of these profiles shares a high compatibility score with the member in question, in addition to fulfilling criteria he/she has specified. This scientifically proven method, based on over 40 years of scientific research by German Prof. Hugo Schmale and his team at the University of Hamburg, matches people who have a mutual balance of similarities and differences in their personalities, which is of essential importance to a harmonious relationship.

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About PARSHIP.co.uk

PARSHIP.co.uk is the British subsidiary of PARSHIP, Europe's largest premium online matchmaking service. It is specifically for people who are serious about forming a lasting relationship and is built on a rigorous personality profiling test that determines compatibility. It has some six million members across Europe, predominantly affluent, educated men and women between 28 and 55 years old.

Since its launch in Germany in 2001, PARSHIP has successfully matched many thousands people, and it now operates in 14 countries of Western Europe and also in Mexico

PARSHIP GmbH is headquartered in Hamburg and is 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.