

Singles Get Up To Date

(NAPSA)—If you're like millions of people searching for "Mr." or "Ms. Right," you're not just hitting the singles bar, you're hitting the space bar—and other keys on your keyboard as well.

That's because online dating is now one of the most popular ways for singles to link up. (One survey found 18 percent of respondents will spend Valentine's Day with someone they met online.)

Why the increase in online dating popularity? It may be that improved technologies have made it easier to find a good match.

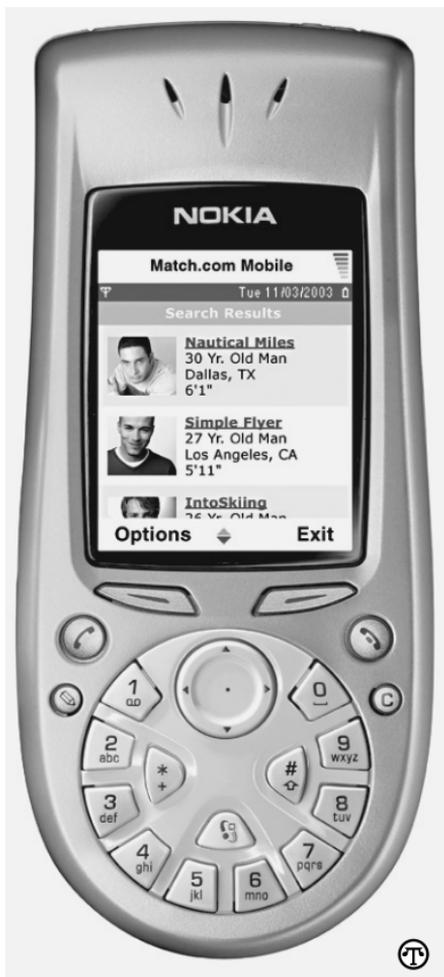
"Revolutionary new technologies are improving online dating opportunities for single people in ways they may have never imagined possible," says Trish McDermott, vice president of romance at Match.com. "Singles go where the dating opportunity is, and with these new technologies, the real romantic opportunities today are online." Match.com is a leading online dating service with more than 12 million members. Recently, the site introduced a number of features to help singles find romance. They include:

- **Online SpeedMatching**—An integrated Internet/telephone technology that lets singles set up four-to-eight mini dates in one evening, all from the comfort of their own home.

- **Personality Matching**—Based on 15 years of research, the site offers a personality test and matching algorithm (www.attraction.match.com) that identifies personality traits and areas of mutual compatibility between users. Personality Matching also suggests dating conversation topics and gives custom advice on how to impress a potential date, based on his or her personality.

- **MatchMobile**—Singles can use their cell phones to search for (and flirt with) potential dates.

- **Video & Voice**—Users can



Singles Get Up To Date Romance Calling—A number of singles now use their cell phones to access online dating services and search for dates.

post a short video with their online profile or send video e-mails to other members. They can also contact one another via secure telephone conversations and voice mail messages.

But if all this technology talk about meeting your perfect match online has your head spinning, the good news is that Match.com also provides talented online advisors and assistants who are available to provide helpful advice or to assist you in composing a compelling online profile.

For more information, visit www.match.com.