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## **8minuteDating CORPORATE BACKGROUNDER**

### **Background**

8minuteDating was founded by Tom Jaffee, an entrepreneur who recognized that the singles population needed a better way to meet new and interesting people. As a single person, Jaffee grew tired of the bar scene, pick-up lines, blind dates, and guessing games. He figured that others were equally frustrated and looking for a fast and fun approach that actually worked. Thus, 8minuteDating was born out of the desire for an exciting, enjoyable and pressure-free way to meet other singles with similar interests.

The response to Jaffee's innovative approach to dating has been phenomenal and the company is poised, with a fully automated web site, for worldwide growth. According to statistics compiled from 8minuteDating participants, over 99% of attendees report that they enjoyed their evening of 8minuteDating. Of that number, 81% had a "very good" or "excellent" time, an overwhelming 96% of attendees say they would attend another 8minuteDating event, and 95% recommend 8minuteDating to others. Most importantly, over 90% of participants meet someone who they want to see again. In fact, the company guarantees that if a participant does not meet someone who they want to see again, their next event is free.

### **8minuteDating Profile**

In an age where dating rituals have become deeply seeded in cyberspace, singles are often faced with several Internet courting challenges, like misrepresentation and safety issues. To skirt these challenges, Jaffee developed the foundation for 8minuteDating: a fast, fun and safe way to meet new people by incorporating traditional face-to-face meetings with the advantages of an online presence. By combining offline events with online registration and matching capabilities, the organization offers participants an enjoyable, convenient and easy way for today's busy singles to meet.

8minuteDating is an exceptionally efficient and inexpensive way to date, especially for busy people who are tired of spending over \$50 on a first date when they can tell within the first eight minutes that they have no further interest in that person. Participants are also not roped into the usual membership fee charged by other dating agencies, that often charge thousands of dollars to join. Instead, singles are able to pay only for events they attend, while avoiding the expenses incurred by multiple first dates. Events are broken down demographically and by interests, such as Single Professionals ages 25-35, to maximize the participants' potential of making a match. 8minuteDating also caters to a variety of groups based on age, religion, ethnicity, sexual orientation and special interests, such as pet lovers.

### **The Process**

One of the unique elements to 8minuteDating.com is its online presence. The 8minuteDating.com site lists the locations of all 8minuteDating singles events taking place across the world. Interested parties sign up by filling out a short form and providing their

credit card numbers to hold a space at the event. When at least 8 men and 8 women (or 16 people for gay events) have signed up, the participants who signed up first (or those who recruited a person of the opposite sex) are notified by email that they are confirmed for the event.

Each 8minuteDating event hosts up to 100 participants. An equal number of men and women meet at a restaurant or nightclub to get to know one another through one-on-one conversations lasting eight-minutes each. Importantly, participants are not allowed to ask each other for last names, phone numbers, business cards or for a date. This creates a comfortable and friendly environment by eliminating the awkwardness and pressure of asking someone out, or being asked out. After four 8-minute dates, an intermission provides additional opportunity for the singles to meet other participants with whom they might not have had a pre-arranged date. Following four more 8-minute dates, the singles are invited to mingle. Also, to ease the pressure of making an immediate decision, participants are given a "Dating Card" where they can write down the names of the people they meet and are interested in seeing again, either for dating, friendship or business.

These three categories increase the opportunities that might arise from each 8minuteDate, especially when one or both participants quickly determine that they are not interested in a romantic relationship.

After the event, participants login to the Web site, select the people who they want to meet again, either for dating, friendship or business. If two people enter each other's names in the same category, the Web site automatically e-mails their contact information to both of

them. At that point, it is up to the two individuals to set up another date. 8minuteDating guarantees that participants will meet someone who they want to see again, or their next event is free.

### **Event Organizer Program**

8minuteDating founder Tom Jaffee developed a business model for worldwide success and established an effective strategy for hiring independent contractors as Event Organizers (EOs) to run 8minuteDating events at popular restaurants and clubs in their respective cities. Event Organizer candidates must qualify through an application, interview and training process. Once someone is accepted as an EO, he or she is responsible for securing venues, promoting events in their area, and then hosting those events.

Individuals interested in becoming Event Organizers can access information at the company's Web site, [www.8minuteDating.com](http://www.8minuteDating.com). The company has designated EOs throughout the United States, as well as internationally.

### **Corporate Information**

8minuteDating is wholly owned by Match Events, Inc. ([www.MatchEvents.com](http://www.MatchEvents.com)), headquartered in Boca Raton, FL.

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