



FOR REVIEW ONLY

Contact: Stacey Holifield
PerkettPR
617-945-4560
stacey@perkettpr.com

Michelle Chase
PerkettPR
303-355-5104
michelle@perkettpr.com

Attention Singles: 8minuteDating.com Plays Cupid This Valentine's Day

8minuteDating.com will host 121 Cupid Party events in 80 U.S. cities on Feb. 10

Boston, Mass. — Jan. 28, 2004 — 8minuteDating.com, the world leader in speed dating, is encouraging the more than 80 million singles nationwide to take a chance on making a love connection. 8minuteDating.com will host 121 simultaneous Cupid Parties in 80 U.S. cities on Feb. 10, to help singles meet someone in time to set up a date for Valentine's Day. Sign up for a Cupid Party event in your area now at www.8minuteDating.com.

"Most singles are not single by choice – they are single because they haven't met the right person for them yet," said Tom Jaffee, CEO and founder of 8minuteDating.com. "8minuteDating.com is playing Cupid to make it easier for people to make connections. You can't sit at home by yourself and expect your dream date to walk through the door. You have to get out and meet people in-person and eventually fate, with a little help from 8minuteDating.com, will step in."

Unlike other dating services that rely mainly on Internet and phone communication, 8minuteDating.com arranges a safe and comfortable atmosphere for singles to meet in-person. Studies show that non-verbal cues account for 70 percent of what people communicate. When people exchange emails, they can draft and redraft responses until they sound perfect, and post their most flattering picture. When talking on the phone, people can make themselves sound confident and attractive. But when meeting someone in-person, non-verbal communication can reveal someone's true level of interest, comfort, confidence, and more. 8minuteDating.com's personal approach gives singles a fast and fun way to assess first-hand if they are making a connection.

More than 97 percent of 8minuteDating.com attendees report that they enjoy the events, and more than 90 percent of participants meet someone who they want to see again. In fact, 8minuteDating.com guarantees that if participants do not meet someone who they want to see again, their next event is free. 8minuteDating.com's commitment to its participants has helped scores of singles across the country find their soul mates.

"I met my girlfriend while running an event during last years' Cupid Party promotion. Over the Christmas holidays, I proposed. My fiancé, Melissa, and I wish to thank 8minuteDating.com for your program." *Chris Hulton and Melissa Dalton*

“One year ago, I had given up on trying to meet someone. I decided I would try one more thing and gave 8minuteDating.com a chance and ended up meeting the nicest guy. It was both our first time trying this service, and it ended up being a total match. We just recently got engaged and are to be married in the spring of 2004. I recommend 8minuteDating.com to all of my single friends, and please continue to keep up the good work on trying to make love connections! Thanks again!” *Amanda Braig*

“I went to an 8minuteDating event in October 2002. It was there I met someone truly special. We had been dating ever since, and in fact we are engaged to get married. We wanted to let you know how happy we are and that we completely believe in 8minuteDating.com. Thanks a million.”
Jason Schwartz and Danielle Fauteux

About 8minuteDating.com

8minuteDating.com’s mission is to provide the highest quality events where people can establish relationships that add meaning to their lives. Appealing to singles of diverse ages, ethnicities and sexual orientations, 8minuteDating.com provides a fast, fun, safe and comfortable way to meet people in-person and establish dating, friendship or business connections. Founded in 2001 as part of Match Events Inc., 8minuteDating.com is the world leader in speed dating. The Company is headquartered in Boston. For more information, visit www.8minuteDating.com.