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8minuteDating.com to Set Guinness World Records for Speed Dating

Cities across the U.S. and Canada to compete for the most in-person dates in one night

Boston, Mass. — June 1, 2004 — 8minuteDating.com, the world leader in speed dating, today announced plans to set the Guinness World Record for the largest speed dating event ever. On June 12, 2004, thousands of singles across North America will compete to establish their city as the world record holder for the largest speed dating party ever hosted. In addition, all events hosted will be counted toward a collective speed dating record.

“8minuteDating.com is looking forward to making history by giving more singles than ever a fast and fun way to meet their match,” said Tom Jaffee, CEO and founder of 8minuteDating.com. “This event is a great opportunity for all those singles who have thought about 8minuteDating to join the party and give it a try.” To encourage maximum participation, the World Record event will cost \$25 to attend, a \$10 discount off of its regular \$35.00 price.

Hundreds of new relationships are likely to begin as a result of 8minuteDating.com’s nationwide event. More than 97 percent of 8minuteDating 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 changed my life forever.... In October 2002, I attended an 8minuteDating event,” said Richard Schwartz. “At the event, I met a very special woman and a year later she became my wife. We highly recommend 8minuteDating.com to anyone who’s single; it’s a fun and easy way to meet people and begin a relationship.”

How the 8minuteDating.com Guinness World Record events work:

- An equal number of single men and women (between 50 and 100) gather at a local restaurant or nightclub.
- To qualify as a record setting event, each participant must meet every member of the opposite sex in a series of short dates. (Note: at standard 8minuteDating.com events, each participant has eight one-on-one dates that last eight minutes each.)
- To keep the conversations comfortable and safe for everyone, participants are asked not to ask anyone for their last name, phone number or for a date.
- After the event, participants log on to www.8minuteDating.com, enter the names of the people they want to meet again, and indicate their level of interest: second date, friendship or business.
- Whenever two people enter each other's names with the same level of interest, 8minuteDating.com's automated matching system emails the contact information to both people so they can set up another date.

For more information or to register for 8minuteDating.com's Guinness World Record event, singles can go to www.8minuteDating.com to locate the events in their city. Advance registration is required.

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 with more than 100,000 customers. The Company is headquartered in Boston. For more information, visit www.8minuteDating.com.