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8minuteDating.com Provides Tips for Making a Connection in Eight Minutes

Gathering information from more than 65,000 customers, 8minuteDating.com provides guidance to singles on how to quickly connect

Boston, Mass. — April 22, 2003 — 8minuteDating.com, the world leader in speed dating, today announced its list of “8minuteDating.com’s 8 Ways to Connect in 8 Minutes.” The dating experts from 8minuteDating.com surveyed their vast customer base in order to help the nation’s 82 million singles increase their chances of making connections in their ever more limited personal time.

8minuteDating.com events are held in over 60 cities across the U.S., and the company is continuing to expand aggressively into new cities and customer groups. With its unique method of meeting other singles in person first and then expressing interest via an online match, 8minuteDating.com enables participants to comfortably establish chemistry before agreeing to a second date. 8minuteDating.com has organized more than 400 dating events so far this year and has compiled a wealth of information from its customers about how to have a successful first eight-minute date, which is likely to lead to a second date that might last an entire evening.

“In today’s fast-paced world, people have shorter amounts of time to make lasting first impressions,” said Tom Jaffee, CEO and founder of 8minuteDating.com. “The knowledge we’ve acquired from more than 65,000 customers and hundreds of thousands of 8minuteDates will help anyone establish rapport in a matter of eight minutes,” said Jaffee, “which is just enough time to meet someone, hold an enjoyable conversation, and make a connection.”

8minuteDating.com’s 8 Ways to Connect in 8 Minutes:

1. **Dress to impress.** Make a good first impression by wearing clothing that is appropriate for the occasion and venue.

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2. **Relax and have fun.** Be yourself and focus on enjoying the experience of meeting and talking with people, rather than trying to impress people.
3. **Greet your dates** with a smile and a handshake; be sure to use their first name.
4. **Create a way for your dates to remember you** by doing something unique that fits your personality. For example, bring a flower for each of your dates or share a unique story.
5. **Take an interest in each person you meet** and listen to what they say. Use the information they provide about themselves to ask additional questions. Remember, even if you're not romantically interested, you could meet a new friend or business contact.
6. **Pay attention to your body language and theirs.** When people are connecting, their posture, hand placement, facial expressions, volume of their voice, and even breathing rate, tend to be similar.
7. **Create a balanced conversation** where both people speak for about an equal amount of time. Don't spend the entire eight minutes talking about yourself.
8. **When the eight minutes is up, close the conversation on an upbeat note.** Look your date in the eye, smile and tell them you enjoyed speaking with them. Then comment on a part of your conversation to show that you were listening.

About 8minuteDating.com

Appealing to singles of diverse ages, ethnicities and sexual orientations, 8minuteDating.com provides a fast, fun, safe and comfortable way to meet people for dating, friendship or business. Participants have eight one-on-one dates that last eight minutes each, and they are encouraged to meet anyone else at the party who catches their eye during intermission and after the eighth date. Following the party, participants log in to www.8minuteDating.com to enter the names of the people they want to meet again, either for dating, friendship or business. The automated 8minuteDating.com matching system instantly provides contact information to those with a mutual interest so they can arrange a second date.

8minuteDating.com, part of Match Events Inc., is the world leader in speed dating. Match Events, Inc. was founded in 2001 by Tom Jaffee, a successful high tech entrepreneur. The company is headquartered in Boston, MA, and can be reached online at www.8minuteDating.com.