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8minuteDating.com Keeps the Love Flowing With Record Setting Week

Company climbs to the top of the dating industry with sweep on NBC Today Show's "Dating Game" and hosting more than 11,000 dates in one night

Boston, Mass. — Feb. 20, 2003 — 8minuteDating.com, the world leader in round robin dating, increased its leadership of the fast growing round robin dating market today as they announced the result of the company's "8minuteDating.com Cupid Party", which was held on Feb. 11, 2003 in 57 cities across the U.S. The 8minuteDating.com Cupid Party brought together more than 2,800 singles who participated in 11,000 dates, which resulted in more than 840 "matches" in which two people indicated their interest in meeting again. Topping the week, 8minuteDating.com also took a clean sweep of NBC's Today Show's recent six-week "Dating Game" series, where a designated bachelor and bachelorette each chose one date from a field of candidates presented by three services: 8minuteDating.com, a popular online dating service, and a New York singles café. Both contestants chose their date from 8minuteDating.com over all the contestants presented by the other services.

"8minuteDating.com is the bar scene made better. Rather than standing around with their friends trying to conjure up pick up lines, 8minuteDating.com participants meet up to 100 like-minded people throughout the evening in a fast, fun, safe and comfortable environment. Last week demonstrated that thousands of singles across America are finding success with 8minuteDating.com, and anyone who watches the video footage on our Web site from the Today Show or Fox News can see how attractive 8minuteDating participants are," said Tom Jaffee, CEO and founder of 8minuteDating.com.

“People really enjoy our events, and they really do work,” Jaffee said. During the 8minuteDating.com Cupid Party, more than 60 percent of those who attended received at least one match where both people expressed interest in seeing each other again. “Based on the feedback form that everyone fills out after the event, our average enjoyment rating was between Very Good and Excellent. That’s why I tell anyone who’s single to give 8minuteDating.com a try, because more than 99 percent of participants enjoy the event, and we guarantee they’ll meet someone or their next event is on us.”

8minuteDating.com is the first and the largest company to combine the ease of the Internet with the opportunity to meet a room full of like-minded people, face-to-face, before committing to a lengthy one-on-one date.

About 8minuteDating.com

8minuteDating.com, part of Match Events Inc., is the world leader in round robin dating. 8minuteDating.com’s mission is to create a fast, fun, safe and comfortable way for singles of a wide range of ages, religions, ethnicities, sexual orientations and other special interests to meet for dating, friendship or business. 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.