

Nordic Dating Sites Enjoy More Than 2 Million Unique Visitors Each Month During Q1 2007, According To comScore

Males are Predominant Users of Online Personals in Nordic Region

LONDON, U.K., May 23, 2007 – comScore, a leader in measuring the digital world, today announced the results of an analysis of visitation to dating sites in the Nordic region (Denmark, Finland, Norway and Sweden) based on data from its comScore WorldMetrix service. According to the study, online dating and personals sites attracted an average of 2.2 million Nordic visitors per month during Q1 2007, an increase of 3 percent versus one year ago.

TheMatch.com Network of sites (headquartered in the U.S.) led the category among Nordic visitors, attracting an average of 573,000 unique visitors per month during Q1 2007. This was followed by Danish site Dating.dk with an average of 309,000 Nordic visitors per month and the MeetIC Network with an average of 241,000 Nordic visitors per month during the quarter.

"The personals category has now fully established itself in the Nordic region, with an average of one in six Nordic Internet users visiting a personals site in any month during the first quarter," said Bob Ivins, Managing Director, comScore Europe. "Match.com is proving to be the most popular network of dating sites, with a significant presence in each Nordic country and attracting 26 percent of all visitors to the category."

Nordic Personals Sites, by Unique Visitors in Nordic Region, Age 15+*

Average Monthly Unique Visitors, Q1 2007

Total Nordic Region – Home and Work Locations

Source: comScore World Metrix

	Average Monthly Unique Visitors During Q1 2007 (000)	Category Reach (%)**
Total Internet Population – Nordic Region	13,475	--
Personals Category	2,180	100%
Match.com Network***	573	26%
DATING.DK	309	14%
MeetIC Network***	241	11%
DKBN.DK	235	11%
E-KONTAKT.SE	164	8%

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

** Percent of Personals category users who visited the individual site

*** Based on core sites plus online partnerships, represented in comScore data as custom entities

Male Online Daters Outnumber Females in Nordic Countries

comScore also examined the demographic profiles of visitors to the top five dating sites in the Nordic region, finding that a majority of users were male. In fact, more than 60 percent of the users of DKBN.dk and E-kontakt.se, the fourth and fifth most-visited dating sites, were male. The Match.com Network and Dating.dk, however, had more balanced male-to-female ratios.

Demographic Breakdown of Unique Visitors (000), Age 15+*, to Nordic Personals Sites

Q1 2007

Total Nordic Region – Home and Work Locations

Source: comScore World Metrix				
	Average Male Unique Visitors per Month (000) Q1 2007	Average Female Unique Visitors per Month (000) Q1 2007	Proportion of Total (Male)	Proportion of Total (Female)
Match.com Network**	306	268	53%	47%
DATING.DK	156	153	51%	49%
MeetIC Network**	138	103	57%	43%
DKBN.DK	148	87	63%	37%
E-KONTAKT.SE	100	64	61%	39%

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

** Based on core sites plus onlinepartnerships, represented in comScore data as custom entities

The ageprofile of visitors to the personals category revealed that DKBN.dk skewed theyoungest, with 45 percent of users under the age of 25, while E-Kontakt.se and the Match.com Network showed amore even distribution of visitors across all age groups.

Demographic Breakdown of Unique Visitors (000), Age 15+*, to Nordic Personals Sites

Q1 2007

Total Nordic Region – Home and Work Locations

Source: comScore World Metrix

	Match.com Network**	Dating.dk	MeetIC Network**	DKBN.dk	E-Kontakt.se
Persons: 15-24	19%	19%	24%	45%	19%
Persons: 25-34	15%	25%	19%	24%	17%
Persons: 35-44	24%	21%	20%	13%	19%
Persons: 45-54	20%	21%	12%	4%	20%
Persons: 55+	23%	13%	25%	14%	24%

* Excludes traffic from public computers such as Internet cafes or access from mobile phones or PDAs.

** Based on core sites plus onlinepartnerships, represented in comScore data as custom entities

About comScore

comScore, Inc. isa global leader in measuring the digital world. This capability is based on amassive, global cross-section of more than 2 million consumers who have givencomScore permission to confidentially capture their browsing and transactionbehaviour, includingonline and offline purchasing. comScore panelists also participate in surveyresearch that captures and integrates their attitudes and intentions. Throughits proprietary technology, comScore measures what matters across a broadspectrum of behaviour and attitudes. comScore consultants apply this deepknowledge of customers and competitors to help clients design powerfulmarketing strategies and tactics that deliver superior ROI. comScoreservices are used by more than 700 clients, including global leaders such asAOL, Microsoft, Yahoo!, Verizon, Best Buy, The Newspaper Association ofAmerica, Tribune Interactive, ESPN, Fox Sports, Nestlé, MBNA, Universal McCann,the United States Postal Service, Merck and Expedia. For moreinformation, please visit www.comscore.com.

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