

For immediate release: 28th September 2005

EXPRESS NEWSPAPERS GET SERIOUS ABOUT ONLINE DATING
PARSHIP.co.uk signs exclusive deal as dating partner for Express Newspapers

PARSHIP.co.uk, the UK arm of Europe's largest and most successful compatibility-based online dating service, has been chosen by Express Newspapers as exclusive online dating partner for the newly re-launched website of the Daily and Sunday Express, www.express.co.uk.

Under the deal, PARSHIP has white-labelled its unique online dating service, which uses a proprietary psychometric test to determine matches between compatible people. Express readers will be able to take PARSHIP.co.uk's free psychometric test, gain fascinating insights into their personality from the resulting psychological profile and, most important of all, get matched with people with whom they are compatible. PARSHIP and Express Newspapers plan to expand the dating channel further over the coming months, adding exclusive editorial content and telephone 'singles coaching' for Express readers.

Originally launched in Germany in 2001, PARSHIP is now Europe's largest online dating service for people who want to form a serious relationship. With over 1.3 million members, PARSHIP is growing faster than any other online dating site and has tripled its membership in the last 12 months.

Tony Blin-Stoyle, PARSHIP.co.uk country manager and former managing director of UpMyStreet.com and FT.com commented:

"We are delighted that Express Newspapers has chosen PARSHIP as its exclusive online dating partner. This will be the first time that a national media group in the UK has worked with a dating partner with a focus on people who are looking to form a lasting relationship. Our research suggests that 75% of the 15 million single people in Britain would like to find a partner. We also find that PARSHIP's service has a special appeal to a more mature and affluent audience, which ties in with the readership of the Express."

Farzad Jamal, Internet Development Controller of Express Newspapers, commented:

"Since the re-launch of express.co.uk last month, we have seen a ten-fold increase in the traffic to our site, which is building every day. We recognised that dating would become an important and lucrative channel. Online dating is now mainstream in Britain, with 45% of single people claiming that they would use some form of online dating service in the future. The market is clearly ready to expand with a service that focuses on people seeking serious relationships. PARSHIP's market niche and methodology are highly distinctive and profitable, making the service a very attractive partner for online media owners."

Express Newspapers re-launched all of its websites on 1st August this year, including: Daily Express (www.express.co.uk), Daily Star, (www.dailystar.co.uk), OK Magazine (www.ok-magazine.co.uk), Happy Magazine (www.happymagazine.co.uk) together with DailySnack.co.uk. It's online and print publications are read by over 10 million people a week.

Headquartered in Germany, PARSHIP is majority-owned by Holtzbrinck networXs AG, part of the Georg von Holtzbrinck publishing group, one of Germany's largest publishing companies with financial interests in more than 80 companies, including the Macmillan Group. Driven primarily by revenue-share partnerships with leading names in the print and online media, including FAZ, Die Zeit and Der Spiegel, as well as Tiscali and T-online, membership of

PARSHIP has grown to 1,300,000 in the last year. Since its launch in 2001, PARSHIP GmbH has expanded to cover UK, Austria, Switzerland, the Netherlands, Italy, Spain and France.

- Ends-