

Press release

“HELLO! YOUNG (AND NOT SO YOUNG) LOVERS.” PARSHIP.co.uk signs exclusive deal as dating partner for hellomagazine.com

London, 19 October, 2005 - Hellomagazine.com, the daily celebrity news and lifestyle site, today announced that it is to target the £8 billion UK dating market by launching the first dating channel on its website. PARSHIP.co.uk, the UK arm of Europe's largest and most successful compatibility-based online dating service has been chosen as its exclusive online dating partner.

PARSHIP.co.uk has white-labelled its unique online dating service, which uses a proprietary psychometric test to determine matches between compatible people. Hellomagazine.com 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. According to research, people are three times more likely to form a lasting relationship using the PARSHIP methodology than they are by meeting people in social environments, the workplace or using other dating services.

PARSHIP, which now has over 1.4 million members across Europe, is one of the few online dating services for people who genuinely want to form a serious relationship. PARSHIP is growing faster than any other online dating site and has tripled its membership in the last 12 months.

Famous for its news on A-list celebrities, royalty and entertainment news, hellomagazine.com now attracts around 20 million impressions each month. The new co-branded dating channel can be found in the “Interactive Club”, joining the hugely popular weekly horoscope section, with exclusive online forecasts by renowned astrologer Jonathan Cainer, and the weekly voting polls on subjects like the “Most Attractive Man”. Over the coming months hellomagazine.com and PARSHIP plan to extend the channel further by introducing a series of exciting promotions.

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

“We are delighted that hellomagazine.com has chosen PARSHIP as its exclusive online dating partner. There are an estimated 8.5 million active single people in Britain, coming from all walks of life, but those who are looking for love are finding it increasingly difficult to meet people through traditional means. In fact, our research has shown us that 49% of single women haven't been on a date in the last 12 months. We believe that the huge appeal of hellomagazine.com, together with our proven methodology, will bring success in love for single and divorced readers and a commercial success for the magazine's publishers.”

Tree Elven, Website Editor, of hellomagazine.com, said:

“Our readers trust us to deliver the latest celebrity news and fascinating special features. As discerning consumers, they will, we believe, be strongly attracted to PARSHIP's proven matching methodology. We look forward to developing the service further over the coming months.”

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.

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