



Boulogne-Billancourt, 4<sup>th</sup> March 2013

## MEETIC ACQUIRES SPRAYDATE IN SWEDEN

MEETIC (MEET - FR0004063097), the European leader in online dating, today announces that it has signed an Agreement for the acquisition of the assets of Spraydate, owned by the Keynote Media Group, Alo Krowten and Digital Venture Production.

Founded 12 years ago, the Spraydate site pioneered the Swedish online dating scene, and benefits from an excellent reputation and a high number of active users.

Meetic is only acquiring the assets relative to the brand, the domain name and the user base, via its Swedish subsidiary Match.com Nordic AB.

Philippe Chainieux, MEETIC's Managing Director, says: *"This acquisition will consolidate the MEETIC Group's leadership position in Sweden, where it runs its online dating services under the match.com brand name. Operational synergies will be rapidly achieved, and will notably allow Spraydate's users to be provided with the MEETIC Group's quality of service."*

**About Meetic Group, European online dating leader ([www.meetic-corp.com](http://www.meetic-corp.com)):** Meetic manages two services in Europe: online dating and matchmaking, mainly under the Meetic and Meetic Affinity brands, and markets two highly complementary economic models on the dating market, one based on internet use, the other on mobile phones. By acquiring the European activities of world leader match.com in June 2009, Meetic has strengthened its first place on the continent. The group is currently established in 15 European countries, and is available in 11 languages. From inception, the group has pursued a clear leadership strategy focusing on quality, innovative marketing and perfect technological expertise. Meetic works hard to optimize service quality and to satisfy every possible expectation of its European subscribers. IAC/InterActiveCorp is Meetic's main shareholder, with an 81% stake.

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**Meetic**  
**Finance department**  
Stéphanie Pardo

**NewCap.**  
**Investor relations**  
Pierre Laurent  
Axelle Vuillermet  
Tel.: +33 (0)1 44 71 94 94  
meetic@newcap.fr