



MEETIC PARTNERING MICROSOFT FOR THE LAUNCH OF WINDOWS PHONE

MEETIC (FR0004063097 – MEET), the European leader in online dating, today announces the signing of a major pan-European mobile partnership with Microsoft and the simultaneous launch of an application for Windows Phone 7.

- **Microsoft, European partner of Meetic: a powerful alliance between two major digital players to accompany the evolution of mobiles and smartphones**

Attracted by Microsoft's mobile approach, the online dating leader whose mobile know-how is acknowledged in Europe is today creating the first dating application for Windows Phone 7.

By combining their skills within a technological and marketing partnership, Meetic and Microsoft are deploying a mobile offer on a pan-European scale (France, United Kingdom, Germany, Spain and Italy).

- **The MeeticMobile application for Windows Phone 7: a technological feat**

The implementation of this partnership will involve making a Meetic application specifically developed for Windows Phone 7 available. This application was thus developed in under 3 months in order for it to be ready for the worldwide launch on 11th October in New York. This technological feat was made possible by the WP7 development platform already acclaimed for its ease of use.

- **Microsoft, Meetic European partner: a new breakthrough offer**

Ever since its creation, Meetic has always believed that mobile dating is a service in its own right that mobile phone operators should make available to their subscribers. From 2003, Meetic thus imposed itself as a pioneer in mobile dating by deploying its WAP offer across all its European markets very early on.

The Meetic application for Windows Phone 7, designed not as a simple extension of the existing service but as a service in its own right, providing users with a new, richer and more interactive experience.



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"We are delighted to present our Meetic application for Windows Phone 7. This is a first for us, and our business is very clearly evolving towards increased mobility. We are convinced of the potential of Windows Phone 7, and intend to rely on Microsoft to distribute our application throughout Europe", says Philippe Chainieux, Managing Director of Meetic.

"The Meetic application, exclusively available on Windows Phone 7, is a must in its field. It perfectly incorporates the principles of the Metro interface and allows Meetic users to extend their experience when on the move: singles will thus be able to refer to their own and other profiles either via a PC or via their smartphone. It's a worldwide marketing and technological partnership, and we are very proud of the work carried out in cooperation with Meetic's teams", adds Julien Codorniou, Director of Business Development at Microsoft France.

About Microsoft:

Founded in 1975, Microsoft (listed on NASDAQ under the symbol MSFT) is the world's leading software company. The company develops and markets a large range of software products, accessories and services for business and personal use. Its mission is to place its expertise, innovative capacity and passion at the service of its customers and partners to make technology their greatest ally for success. Created in 1983, Microsoft France employs over 1,200 people and has been headed, since 1st February 2005, by Eric Boustouller.

www.microsoft.com

<http://twitter.com/microsoftfrance>

Windows Phone official blog: <http://windowsphoneblog.fr>

About Meetic:

For almost ten years now, Meetic has helped singles have wonderful encounters in all freedom, via Internet or mobile phone. Easy to access and very user-friendly, the Meetic interface guarantees safe and secure contact with others. Innovative and ever-evolving to meet the expectations of singles, Meetic is responsible for 397 wonderful stories a day and is now the indisputable dating benchmark.

About Meetic, European online dating leader (www.meetic-corp.com – Listed on Euronext Paris - NYSE Euronext compartment B - ISIN: FR0004063097): 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 16 European countries, and is available in 13 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. In 2009, Meetic posted sales of €157.9 million and an EBITDA margin of 23.7%.

MEETIC

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