

# **EXHIBIT DD**

# People2People

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Introducing the next generation of  
newspaper Personals

# About People2People

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- ❑ Almost 2 decades in the relationship business.
- ❑ We offer multimedia dating services that provide content and generate revenue.
- ❑ Products include online, voice and SMS text (mobile) dating.
- ❑ Leading provider in the newspaper industry.
- ❑ Over 300 clients including:
  - Dailies – Washington Post, Chicago Sun Times, Boston Herald, St Petersburg Times, NY Daily News
  - Altweeklies – San Francisco Bay Guardian, Detroit Metro Times, Boston Phoenix, Baltimore City Paper

# Online Dating

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- White label solution – your branding and aesthetic wrap
- National database with over 1 million members
- Free to join – pay to upgrade and respond to messages
- Email and instant messaging
- See who's looked at me, who's interested in me and who I've shown interest in
- Hot list black book to manage favorites
- New member picture feature
- Peer to peer photo rating
- Video personals
- Video chat rooms
- Daily horoscopes
- Robust search across all parameters
- Member look up function

# Pricing schedule

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Automatically renewing subscriptions:

\$29.95 per month for 1 month

\$15.95 per month for 3 months (a saving of 47%)

Prepaid (non-renewing) plans:

\$12.95 per month for 6 months (a saving of 57%)

\$9.95 per month for 12 months (a saving of 67%)

### Online Dating Dashboard

A fast and easy way to get to all of your Washington Post dating activities.

**Upgrade Now!**

Dating Dashboard

- Singles Online
- Get Started Dating
- My Interests
- Interested in Me
- Who Looked At Me
- New Member Photos
- Photo Rating
- Video Personals
- Member Lookup
- My Horoscope
- Video Chat Rooms

Welcome, MilkyCereal

You have [30] emails, [0] video/audio messages in your inbox.

There are [39] singles interested in dating you.

[23] members have viewed your personals ad in the last 90 days. (reset)

#### Say Hello to our Newest Singles!

Want your photo shown like this? Make sure to **Upload your Photo** and get noticed!



**kfairbank**  
41 yrs. old  
Wilton, NH



**nicesmile26**  
26 yrs. old  
Shrewsbury, MA



**Polover311**  
22 yrs. old  
Mansfield, MA



**sweetdevil27**  
21 yrs. old  
Lowell, MA



**jil8766**  
42 yrs. old  
Epping, NH



**r0ck0the40oz**  
19 yrs. old  
Cambridge, MA



**pattipch7**  
44 yrs. old  
Malden, MA



**areud1**  
27 yrs. old  
Providence, RI



**LRL27**  
20 yrs. old  
Beverly, MA

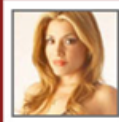


**sincerity979**  
36 yrs. old  
Boston, MA

#### Do You Think I Am "Hot Or Cold?"

Rate thousands of photos and tell them if they are Hot or Cold.

[Click Here To Get Started](#)



#### Ready to Flirt?

Video Chat for FREE!

Come check out our video chat rooms and make some new friends.

[Click Now to Join the Fun](#)

#### Local Speed Dating Events

[learn more](#)

Upcoming Speed Dating Events in your area:

Where	When	Venue
Cambridge	Aug 20	Tommy Doyle's Irish Pub
Boston	Aug 20	Vlora
Brighton	Aug 24	Brighton Beer Garden
Brighton	Aug 24	Brighton Beer Garden
Boston	Sep 3	Vlora

#### Member Lookup

Enter the member's screen name below to view their profile

Member Name



#### Upload your Photo!

In a recent survey, 65% of our members would not respond to ads without a photo. Show everyone your best side. It's easy and fast.

[Upload Photo Now >](#)

#### Your Saved Searches

Save your searches and access them right from your Dashboard. Whether you're searching by location, age, or any other criteria - you can update and edit your Saved Searches at any time.

Use Washington Post [Advanced Search](#)

#### Quick Search Dating Personals

I am searching for a single female.

between  to

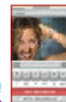
Located in

with photos  only  doesn't matter

#### New Feature! Record your Video Personal

If a picture is worth a thousand words, then a video must be worth a thousand dates! Record your video personals ad complete with audio instantly with your webcam. Gets you noticed fast.

[Record FREE Video Personals Ad Now!](#)



Member profile home page includes:

- Messaging inbox
- Photos of newest matches
- Details of local speed dating events
- Quick search
- Saved searches
- Member look-up
- Video chat
- Photo rating
- Daily horoscope
- Who's looked at me
- Who I've shown interest in
- Who's shown interest in me



SEARCH

HOT TOPICS: Barack Obama, George W. Bush

2008 BOSTON PRIDE

### Inbox Folder

Upgrade Now! >

Listed here are all the messages in your 'Inbox' folder.

- Inbox [30]
- Trash [0]
- Sent Messages [12]
- Drafts [0]
- Compose Message
- Create Folder
- Manage Folders
- Manage Blocks
- Signature
- Address Book
- Buddy List
- Hot List
- Interests

New Message
 Delete Message
 Block Sender

Move message to folder... ▾

1 2 3 >

<input type="checkbox"/>	▲ From	▲ Subject	▼ Date	Size
	<input type="checkbox"/> MuseEuterpe	A Message From: MuseEuterpe	06/19/2008 Thu	1k
	<input type="checkbox"/> wildhoneyone	A Message From: wildhoneyone	05/22/2008 Thu	1k
	<input type="checkbox"/> happyheart11	A Message From: happyheart11	04/23/2008 Wed	1k
	<input type="checkbox"/> yngfunsngl	A Message From: yngfunsngl	04/02/2008 Wed	1k
	<input type="checkbox"/> eringobra	A Message From: eringobra	03/17/2008 Mon	1k
	<input type="checkbox"/> bigbombs	A Message From: bigbombs	01/14/2008 Mon	1k
	<input type="checkbox"/> angelinazoom	A Message From: angelinazoom	12/10/2007 Mon	1k
	<input type="checkbox"/> DAllen	test	08/29/2007 Wed	1k
	<input type="checkbox"/> DAllen	test	08/29/2007 Wed	1k
	<input type="checkbox"/> DAllen	test	08/29/2007 Wed	1k

1 2 3 >

New Message
 Delete Message
 Block Sender

Move message to folder... ▾

SEARCH

Member inbox homepage

Video Webchat Help

call the party line: US (218) 486-4516 x 187201

**Rooms**

**Zoo** 26 users

OUT	ME	NAME	TIME IN
		MilkyCereal	0:01
		pokergirl63	0:01
		hellboy4u	0:02
		SUEWAITING4U	0:02
		RickN2002	0:04
		shy14you25	0:04
		jimbo0	0:06
		birdy70	0:06
		kegger155	0:07
		Hardlove869	0:08
		raptureout	0:08
		Click2Talk	0:09
		Sportsman46	0:11
		Nesurk	0:12
		astech	0:13
		msfisational	0:20
		FORDMAN1972	0:21
		QTP1E	0:24
		dell34	0:24
		goodforu	0:32
		usa10	0:43
		man4u2lov	0:49
		chloe2805	0:58
		utopian1977	1:07
		Fishfrenz	1:33
		nursedad	2:32

**Zoo**

Hardlove869: lol @ worm

msfisational: *nah!*

msfisational: *lol*

birdy70: uh huh

birdy70: grin

chloe2805: **NO LIES HERE POKER**

birdy70: nope

chloe2805: **JUST ALL SMILES**

birdy70: UH HUH

chloe2805: **LOL**

QTP1E: *I hear you nursedad*

Fishfrenz: *lies all lies*

msfisational: *yes.....playin*

Hardlove869: u really wanting some sausage and man gravey

shy14you25: she just needs to smile all

msfisational: *gotta cme out n play*

hellboy4u: could u 😊 for me... Please?

birdy70: WHO

QTP1E: *my mike isn't on though*

jimbo0: qt, did you hear me? shake your head

chloe2805: **I SMILE ALL THE TIME**

msfisational: *on 2nd childhood - help me bab*

hellboy4u: thx...

kegger155: r u talking to me?

msfisational: *y*

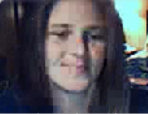
msfisational: *lol*

QTP1E: *nope sorry doll*

chloe2805: **YW**

style type here ... send

**chloe2805**




Age: 30 yrs. old  
Gender: Female  
Orientation: Heterosexual  
Location: Magnet Cove, AR

A V - +

Profile Block Dock

**Me**



A V - +

Settings

**A/V Dock**

View multiple A/V windows by selecting a user from your room and clicking "Dock" in the Detail Pane.

Video chatroom interface




### Interested in Me


The members below are interested in you. Click on Member name to view profile.

- Upgrade Now!**
- Dating Dashboard
- Singles Online
- Get Started Dating
- My Interests
- Interested in Me
- Who Looked At Me
- New Member Photos
- Photo Rating
- Video Personals
- Member Lookup
- My Horoscope
- Video Chat Rooms


1 2 3 4 >


Order by: [Sent Date](#) | [Last Login](#) | View Mode: [Full](#) | [Gallery](#) | [Photos Only](#)  
 Select All

 **Babyflowerx**  
27-year old woman  
Schenectady, New York, United States  
Sent Date: Aug-05-08

 **Genechka29**  
29-year old woman  
Albany, New York, United States  
Sent Date: Jul-30-08

 **Angelcharmin**  
28-year old woman  
Tocals, Utah, United States  
Sent Date: Jul-23-08

 **geekina**  
24-year old woman  
Trinidad, Colorado, United States  
Sent Date: Jul-22-08

 **Anyone want to make me their goddess?**  
**MuseEuterpe**  
29-year old woman  
Bayside, New York, United States

See who has shown interest in your profile



HOME | LISTINGS | EDITOR'S PICKS | NEWS | MUSIC | MOVIES | FOOD+DRINK | LIFE | ARTS | REC ROOM | VIDEO | CLASSIFIEDS

SEARCH

HOT TOPICS: Barack Obama, George W. Bush

2008 BOSTON PRIDE

JOBS | HOUSING | PERSONALS

Dashboard | My Account | Online | Search | Mail | Support | Open BuddyList | Logout

### New Member Photo Gallery

View member photos uploaded in the past 7 days

- Upgrade Now! >
- Dating Dashboard
- Singles Online
- Get Started Dating
- My Interests
- Interested in Me
- Who Looked At Me
- New Member Photos**
- Photo Rating
- Video Personals
- Member Lookup
- My Horoscope
- Video Chat Rooms

1 2 3 4 5 6 7 8 9 10



Instant Message  
Send Interest

laestella  
45 yrs. old  
San Antonio, TX



Instant Message  
Send Interest

holiday198  
49 yrs. old  
Canton, NC



Instant Message  
Send Interest

JavaGoodness  
44 yrs. old  
Washington, DC



Instant Message  
Send Interest

Imlost2  
52 yrs. old  
Knoxville, TN



Instant Message  
Send Interest

danigrill  
37 yrs. old  
Little Neck, NY



Instant Message  
Send Interest

reader613  
48 yrs. old  
Houston, TX



Instant Message  
Send Interest

steph1900  
19 yrs. old  
North Tonawanda, NY



Instant Message  
Send Interest

outlam  
48 yrs. old  
Igoit, Misamis Oriental



Instant Message  
Send Interest

unhappy68  
40 yrs. old  
Streator, IL



Instant Message  
Send Interest

itserehit  
40 yrs. old  
Minneapolis, MN



Instant Message  
Send Interest

radhappygirl  
45 yrs. old  
Oklahoma City, OK



Instant Message  
Send Interest

kytanana  
50 yrs. old  
Spokane, WA

New member photo gallery



### Photo Rating of Personals

How attractive do you think these singles are?

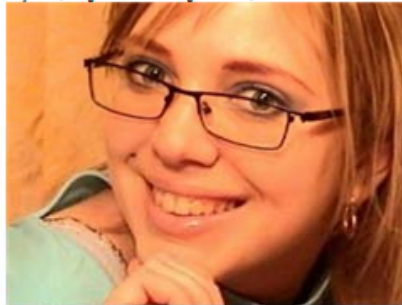
- Upgrade Now!**
- Dating Dashboard
  - Singles Online
  - Get Started Dating
  - My Interests
  - Interested in Me
  - Who Looked At Me
  - New Member Photos
  - Photo Rating**
  - Video Personals
  - Member Lookup
  - My Horoscope
  - Video Chat Rooms

Rate This Personals Photo

COLD 1 2 3 4 5 6 7 8 9 10 HOT

Filter: Women only, ages 26-32

Personals Ad: [conniehot28](#)  
29 yr. old, Single Female living in Dallas, TX



[swetpur14u](#)

Rated 4.4  
(33 votes)  
Your Rating: 1  
[View Profile](#)

This Week's Cover

The cover of the San Francisco Bay Guardian newspaper, featuring a woman sitting on the floor.

- Extras
- Past issues
  - Classifieds
  - Personals
  - Promotions
  - Advertise with us
  - SFBG Flickr
  - SFBG Facebook
  - SFBG MySpace

- Connect
- Contact
  - Masthead
  - Editorial staff
  - Business Staff
  - Listings policy
  - Privacy Policy
  - Jobs
  - Internships

BoB Readers' Poll

A graphic for a 'Vote for Bob '08' poll, featuring a red, white, and blue design with stars.

Peer to peer photo rating

**Upgrade Now!** >

- Dating Dashboard
- Singles Online
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- Who Looked At Me
- New Member Photos
- Photo Rating
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## Your Horoscope

See what's in the stars for you on 8/20/2008

### Horoscopes for 08/20/2008

KAJAMA™ presented by PSYCHICCHAT

Horoscopes provided by [Kajama.com](http://Kajama.com)

#### Aries (3/21 - 4/19)



WEDNESDAY: Cooperation and a positive attitude will make your day flow with harmony and ease. You'll be able to catch up on anything that got relegated to the back burner over the last few days, which will prepare you to start new projects tomorrow. An evening out with friends will prove lovely, for the Aries Moon will generate lots of fun and laughter. Wear yellow to increase your energy or eliminate a nagging health problem that has been limiting your movement.

#### Taurus (4/20 - 5/20)



WEDNESDAY: You'll be highly productive today, but don't let the excitement of a new project throw you off balance - make multi-tasking your mantra. Spiritual practices have been central to the growth you've experienced over the last three months, so take a minute to give thanks for the gifts in recent challenges. The Aries Moon will inspire you to quit resting on your laurels and start making those changes you keep talking about. Wear yellow or orange for the gusto to get moving on them right away.

#### Gemini (5/21 - 6/21)



WEDNESDAY: A surprising proposal will inspire you to stretch beyond your comfort zone and explore new territory today. You'll enjoy a blossoming relationship that inspires your mind as well as your heart under the Aries Moon. Letting others handle their own responsibilities will afford you free time to engage in projects or activities that inspire your creative side. Wearing green during meditation will enable you to access spiritual direction when a cyclic financial problem rears its ugly head again.

#### Cancer (6/22 - 7/22)

## Daily horoscopes

### Quick Search Personals Ads

Take a quick look at local personals and start dating now.

**Upgrade Now! >**

- Quick Search
- Advanced Search
- Saved Searches
- Two-Way Matches
- Member Lookup
- Hot List
- Video Chat Rooms

I am searching for a  
between the ages of  to  yrs old.

Location

OR

is within  miles of  zip code

Profile with photos  only  doesn't matter

Who wants a

- serious relationship with marriage potential
- longterm partnership
- casual dating
- an intimate encounter
- friendship

Ways You Can Get Us: [RSS](#) | [Newsletters](#) | [Mobile](#) | [Podcasts](#) | [Widgets](#)

Quick search function

I am searching for a **Single Female**  
 between the ages of  to  yrs old.  
 Location   
**OR**  
 within  miles of  zip code

Profile with photos  only  doesn't matter

Body Type of Match   
 (Please check all that apply or "Any")  
 Slim/slender  Average  
 Athletic  A few extra pounds  
 Voluptuous  Large  
 Big and Beautiful  Disabled  
 Other  **Any (doesn't matter)**

Ethnicity of Match   
 (Please check all that apply or "Any")  
 Asian  Black / African descent  
 Latino / Hispanic  East Indian  
 Islander  Middle Eastern  
 Native American  White / Caucasian  
 West Indian  Other  
 **Any (doesn't matter)**

Religion of Match   
 (Please check all that apply or "Any")  
 Agnostic  Atheist  
 Buddhist / Taoist  Christian / Catholic  
 Christian / LDS  Christian / Protestant  
 Christian - Other  Hindu  
 Muslim / Islam  Jewish  
 Spiritual but not religious  Other  
 **Any (doesn't matter)**

Education Level of Match   
 (Please check all that apply or "Any")  
 High school  Some college  
 Associates degree  Bachelors degree  
 Graduate degree  PhD / Post Doctoral  
 **Any (doesn't matter)**

Income of Match   
 (Please check all that apply or "Any")  
 Less Than \$25k  \$25k to \$34k  
 \$35k to \$50k  \$50k to \$75k  
 \$75k to \$100k  \$100k to \$150k  
 Over \$150k  **Any (doesn't matter)**

Smoking Habits of Match   
 (Please check all that apply or "Any")  
 Non-smoker & don't mind smokers  Smoke Socially  
 Smoke Daily  Don't smoke & can't be around smokers  
 **Any (doesn't matter)**

Drinking Habits of Match   
 (Please check all that apply or "Any")  
 Don't Drink  Drink Socially / Occasionally  
 Drink Regularly  **Any (doesn't matter)**

Relationship Status   
 (Please check all that apply or "Any")  
 Never Married  Divorced  
 Widowed  Separated  
 Unhappily Married  **Any (doesn't matter)**

Relationship Desired   
 (Please check all that apply or "Any")  
 serious relationship with marriage potential  longterm partnership  
 casual dating  an intimate encounter  
 friendship  **Any (doesn't matter)**

Match Has Children   
 (Please check all that apply or "Any")  
 No  Yes living at home  
 Yes not living at home  Yes living sometimes at home  
 **Any (doesn't matter)**

Match Wants Children   
 (Please check all that apply or "Any")  
 Yes  No  
 Undecided  **Any (doesn't matter)**

Advanced search – filter search across all profile criteria



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BUILT Ford TOUGH **One Tough Truck** Ford F-150 **GO DEEP**

Home News Politics Sports Entertainment More Cars Site Map

**Upgrade**  
Upgrade now to

- Full Unlimited Contact and
- Send and Receive Messages w
- Unlimited A Profiles.
- Unlimited u
- Create you

**Don't Let Opportunity Pass You By.**

Please s

**Limited Time Offer**

**Meet Your Next Girlfriend**

Upgrade Today For Only **\$9.99** Per Month for 3 Months

This exclusive limited time offer is for select members only. Find that special person today. Become a full member for only \$9.99 a month for the first 3 months and you will get:

Full Access to Chat Rooms • Priority placement in member matches  
Unlimited Access to Email/Video Chat

**Click Here to Become a Premium Member for Only \$9.99 Per Month**

[Upgrade Now! >](#) [Upgrade Later](#)

Pay with Confidence

Any questions? Problems? Call Us Toll Free at (866) 823-2200  
Customer Service hours: Monday - Friday 9am - 6pm EST

**VERIFIED by VISA** learn more **MasterCard. SecureCode.** learn more **Trustwave** Trusted Commerce Click to Validate

Targeted member upgrade marketing messages



**Don't Let Opportunity Pass You By.**

## Upgrade and Get Full Access.

Upgrade now to enjoy all the benefits of East Bay Express

- Full Unlimited Access to Email. Contact and reply to any member!
- All messages sent by you can be read and replied by any member.
- Send and Receive Unlimited Instant Messages with Text, Audio & Video.
- Instant notification when one of your interests comes online.
- Unlimited Access to Member Video Profiles.
- Priority placement in member matches.
- Unlimited use of Video/Voice Email.
- Full Access to all Chat Rooms.
- Create your own Private Chat Room.
- One on One private chat in Chat Rooms.

Please select a payment method and click "Upgrade Now!" to continue.

- Credit Card  PayPal  Mail Payment
- 
- 
- 

Pay with Confidence

Any questions? Problems? Call Us Toll Free at (800) 823-2200  
Customer Service hours: Monday - Friday 9am - 6pm EST

[learn more](#) [learn more](#) [Click to Validate](#)

Targeted member upgrade marketing messages



Boston | Portland | Providence

Moonsigns | Band Guide | Blogs | Ads

**THE BOSTON PHOENIX**

WINNERS ARE CHOSEN! View Results Now...

Friends With Benefits: Can love be your advantage pass to New England sports?

HOME LISTINGS EDITOR'S PICKS NEWS MUSIC MOVIES FOOD+DRINK LIFE ARTS REC ROOM VIDEO CLASSIFIEDS

HOT TOPICS: Barack Obama, George W. Bush, 2008 BOSTON PRIDE

SEARCH

Username:  Password:  [sign in](#)  
[Forgot Password?](#)

Who's Online | [Preview](#) | [Sign Up](#)

Sign up today for free to meet someone new in your area. With capabilities such as Audio/Video IM, Advanced or Quick Searching, Video Profiles, and Two-Way Matching, you're bound to meet someone right for you.

I'm a  Man  Woman  
 Seeking a:  Man  Woman  
 Zip Code:  Age: 18 - 24

What's a Video Profile?  
 What other features are there?  
 Can my ad appear in print?

Wednesday, August 20, 2008 | Sign In | Register

HONTEREY COUNTY WEEKLY

PICK IT UP >>

HOME NEWS OPINION 831 ARTS CALENDAR MOVIES MUSIC FOOD & WINE BEST OF 2008 VISITORS REAL ESTATE CLASSIFIEDS ABOUT US

Log in

Username:  Password:  >>  
[Forgot password](#) | [Register](#)

I'm a:  Man  Woman  
 Zip Code:  Age: 18 - 24  
 Seeking a:  Man  Woman  
[Who's Online](#) | [Preview](#) | [Sign Up](#)

**JOIN TODAY. MEET TODAY.**  
 Sign up for free to meet someone new in your area. With capabilities such as Audio/Video IM, Advanced or Quick Searching, Video Profiles, and Two-Way Matching, you're bound to meet someone right for you.

What's a Video Profile?  
 What other features are there?  
 Can my ad appear in print?

**WICKED LOCAL**™ SERVING 158 COMMUNITIES

Login Register To Participate

WICKED LOCAL SEARCH

Subscribe to the paper About Us

Username:  Password:  >> [Forgot password](#) | [Register](#)

Who's Online | [How it Works](#) | [Help](#)

**Join today for a FREE Profile!**

Sign up today to meet someone new in your area. With capabilities such as Audio/Video IM, Advanced or Quick Searching, Video Profiles, and Two-Way Matching, you're bound to meet someone right for you.

Conduct a Search:

I'm a  Man  Woman  
 Zip Code:  Age: 18 - 24  
 Seeking a:  Man  Woman

What's a Video Profile?  
 What other features are there?  
 Can my ad appear in print?

Who's Online | [Preview](#) | [Sign Up](#)

Username:  Password:  >>  
[Forgot password](#) | [Register](#)

Looking for a guy who's passionate and caring. Shouts at the movie theater, cries at baseball games. With a flare for the tastefully dramatic... or dramatically tasteless?? Whichever feels right...

I'm a  Man  Woman  
 Zip Code:  Age: 18 - 24  
 Seeking a:  Man  Woman

... AND 4 THE GOODIE BAG:

- What's a Video Profile?
- What other features are there?
- Can my ad appear in print?

Choose your landing page aesthetic



HOME	NEWS & OPINION	SPORTS	ARTS & EVENTS	FILM	FOOD & WINE	COMMUNITY
CLASSIFIEDS	PERSONALS	OUTSIDE	SPECIAL ISSUES	ARCHIVES	ABOUT US	ADVERTISING

### The Santa Maria Sun Instant Messenger

Send a text, audio, or video message to another member instantly.



The Santa Maria Sun Instant Messenger is a quick and easy tool to see who's online and communicate instantly with them. When any of your buddies sign on, their name will appear in your BuddyList window. Clicking on their name will initiate a new Instant Message conversation with them. You will need the latest [Flash Plugin](#) installed to use this Santa Maria Sun feature.

Pop-up blockers must be disabled for Instant Messaging to work.

Would you like to start your Instant Messenger now?  
(Click either of the buttons below to enter Santa Maria Sun)

**Yes**  
I want to Instant Message

**No**  
I don't want to Instant Message

- Santa Maria Sun Instant Messenger Features:
- Send and receive text, audio, and video IMs with other members
  - Receive Interest and Email Alerts INSTANTLY
  - Let other members know you're online. ONLY members with their Instant Messenger open show up on the Online page.



Full wrap capability allows media partners to increase page views and revenue generating ad inventory while enabling consistent navigation.

# Marketing

## Web Marketing Campaigns

Increased visibility of personals site on newspaper landing page will increase overall profit.

- Text Links
- Tabs
- Skyscrapers
- Banners
- E-mail Blasts



With increased promotion on newspaper landing page, nearly 20% of visitors can be driven to personals landing page

## Offline Marketing Campaigns

Offline marketing, strategically placed in print, will increase direct traffic to personals landing page.

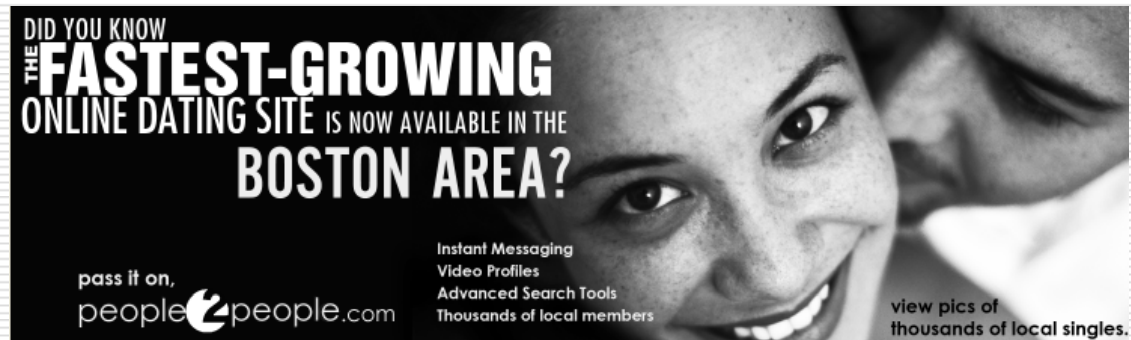
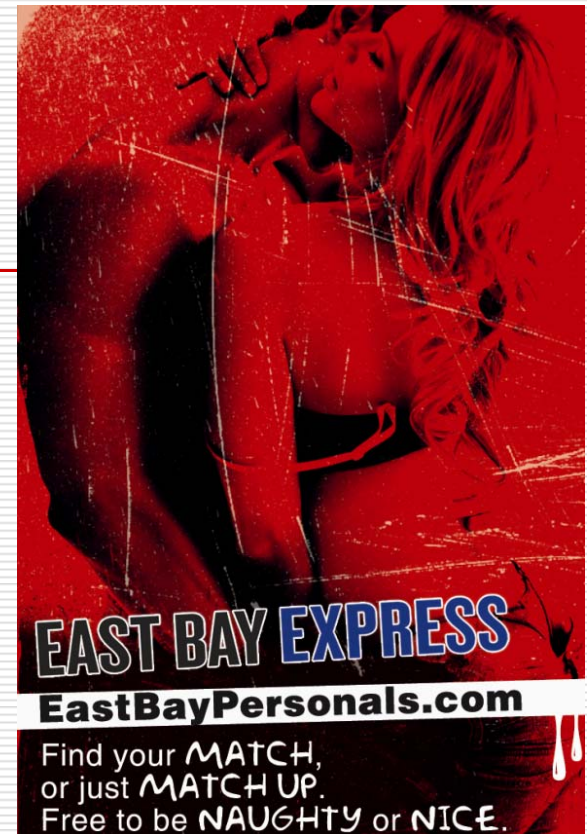
- ROP ads that promote personals web site
- Section specific marketing
- Coupons



# Marketing

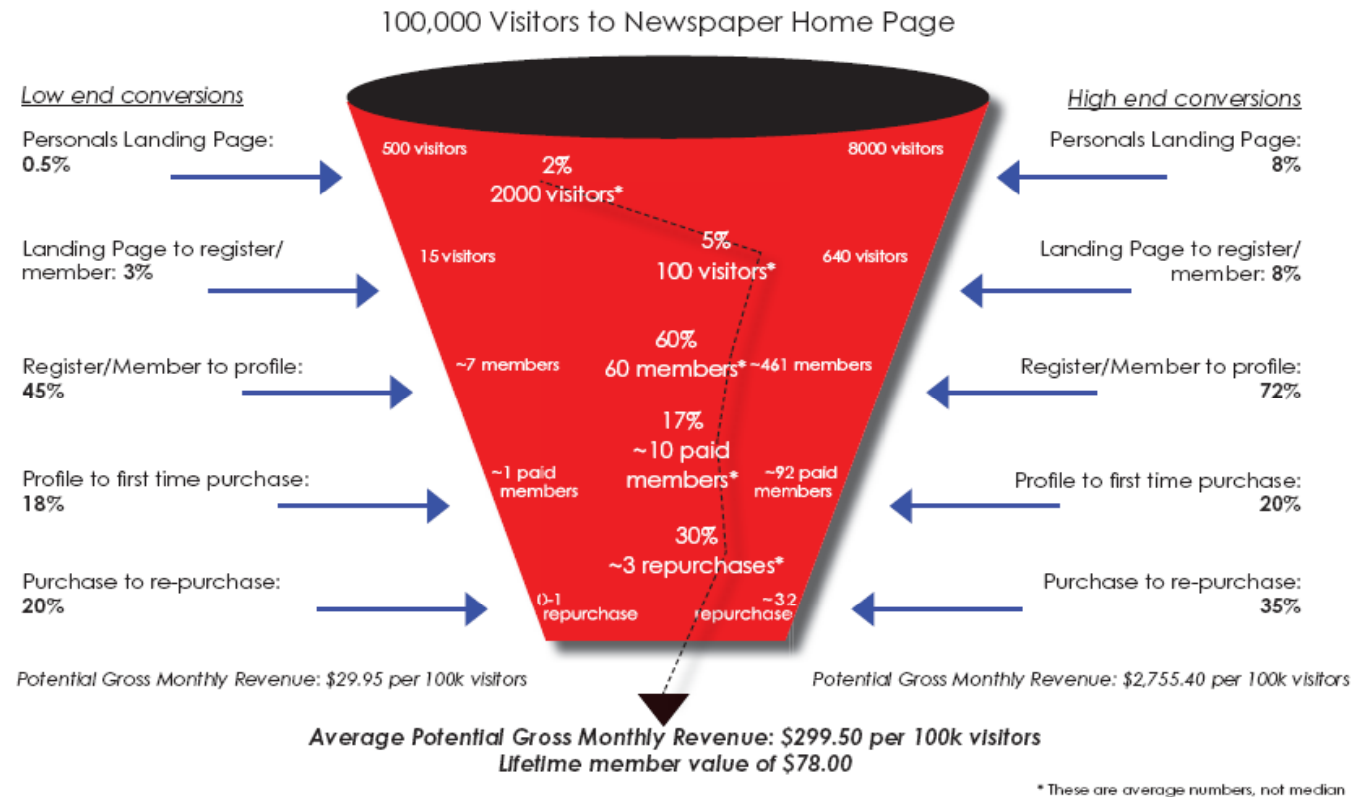


Our creative marketing team will design custom print and online ads to your specs



# Projected Revenue

Diagram represents two theoretical situations based off 100,000 unique monthly visitors to newspaper home page. Cost of Monthly Membership set at \$29.95



# Voice personals

- Promotion via print Personals section.

- Totally turnkey:

Our call center takes the ads for you.

Our production team sends you a camera ready PDF each week.

- Monetized through premium rate 900 phonelines and credit card:

Respondents pay to listen and reply to advertisers messages.

Advertisers pay to retrieve their Personals voicemail.

## DATELINE DAILY NEWS

Ready to meet great new people?



### HERE'S HOW IT WORKS:

#### Answer an ad:

1. Note the ☎ number listed in the ad
2. Call 1-900-486-1100  
It's only \$2.49/minute. Must be 18+, OR:  
Call 1-800-517-0924, and use a major credit or debit card
3. Follow the instructions to listen to the advertiser's voicemail greeting
4. Leave a personal message for the advertiser

#### Place your own ad:

1. Call 1-800-671-0700
2. Answer some simple questions to create your ad
3. Record a voicemail greeting
4. Learn how to pick up your messages – we'll let you know when new ones have arrived!

#### Get more:

- ◆ Chat with local singles right now. Call 212-419-0066 to learn more.
- ◆ Need help? Some tips? Call 1-617-450-8773

**Meet someone new,  
WHEREVER  
you are.**

**1.212.419.0066**

charges may apply

Free Ads: Free ads placed in this section are not guaranteed to run every week. Be sure to return your ad frequently to keep it fresh. Guidelines: Personal ads for adults 18 or over seeking non-commercial relationships. To ensure your safety, carefully screen all responses and have first meetings occur in a public place. The publisher reserves the right to edit, revise, or reject any advertisement at any time at its sole discretion and assumes no responsibility for the content of any replies to any ad. We all ads have corresponding voice messages. To review our complete guidelines, visit [www.people2people.com](http://www.people2people.com)

### DID YOU KNOW THE FASTEST-GROWING ONLINE DATING SITE IS NOW AVAILABLE IN THE NEW YORK AREA?

Join over 10 million members  
Video Profiles  
Personalized Search Tools  
Thousands of local members

Join on  
people2people.com

**LET'S MEET**  
35, female, Toronto, Ontario, Canada, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
32, female, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
38, male, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
30, male, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
28, female, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
33, male, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
31, female, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
34, male, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

view pics of  
thousands of local singles.

**LET'S MEET**  
36, male, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
29, female, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
37, male, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

**LET'S MEET**  
32, female, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

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30, female, New York, NY, looking for a serious relationship. Must be able to have fun. (212)709-1100

It's free to join!  
Text dntxt to 55425

There's no better time than now to connect with new people. We're offering 10 free minutes to new members sign joining. For complete terms and conditions, check out [people2people.com](http://people2people.com)

people2people group



# Revenue share advertising

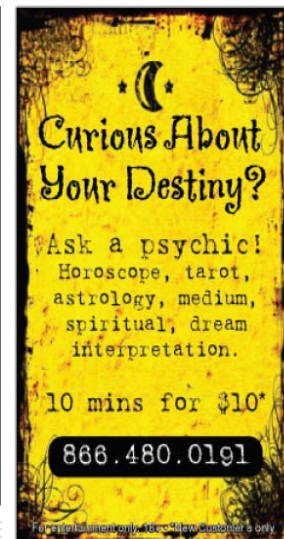
- We have brokered exclusive agreements with third party providers of chat and psychic services.
- We share revenue received 50/50 with our clients.
- We provide camera ready artwork.
- These ads can be run in the Personals section and/or used to monetize remnant space.



**YOU'LL BE IN DEMAND**

Instant gratification!  
Chat with REAL hot local singles...RIGHT NOW!  
CALL 1.800.000.0000 or  
TEXT \*XXXX\* to 23578\*

\*There is no charge for registration. Each message of your conversation costs 99c. Standard text messaging rates may charge may apply.



**Curious About Your Destiny?**

Ask a psychic!  
Horoscope, tarot, astrology, medium, spiritual, dream interpretation.

10 mins for \$10\*

866.480.0191

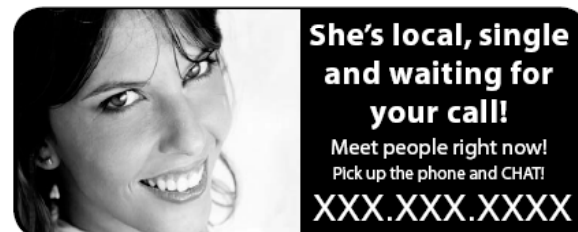
\*For professionals only. 18cc. 21 and over customer's only.



**completely FREE all the time**

chat with local ringle!

call 000.000.0000



**She's local, single and waiting for your call!**

Meet people right now!  
Pick up the phone and CHAT!  
XXX.XXX.XXXX



**Single...? So are they!**

Meet someone local right now!  
XXX.XXX.XXXX

# Print

- In addition to promoting voice personals, print can also be used to lend marketing support to the website.

- 'Who's Hot Online' feature - online profiles with thumbnail pics are published in print. Drives traffic to the website.

- Online can also be used to drive print.

- Value of print in garnering readership; "A reader survey showed that we'd stand to lose 1% of our circulation if we dropped the Personals page"

- Stuart McKeel, Business Development Director, Washington Post

# The Washington Post Dating Page

**Women Seeking**

**LOOKING FOR LOVE**  
I'm a 30-year-old, single, successful, fit, fun-loving woman. I'm looking for a man who is successful, fun-loving, and has a good sense of humor. If you're interested, please contact me at 1-800-123-4567.

**ONLY FRIENDS MATTERS**  
I'm a 25-year-old, single, successful, fit, fun-loving woman. I'm looking for a man who is successful, fun-loving, and has a good sense of humor. If you're interested, please contact me at 1-800-123-4567.

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**Men Seeking**

**LOOKING FOR LOVE**  
I'm a 30-year-old, single, successful, fit, fun-loving man. I'm looking for a woman who is successful, fun-loving, and has a good sense of humor. If you're interested, please contact me at 1-800-123-4567.

**ONLY FRIENDS MATTERS**  
I'm a 25-year-old, single, successful, fit, fun-loving man. I'm looking for a woman who is successful, fun-loving, and has a good sense of humor. If you're interested, please contact me at 1-800-123-4567.

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I'm a 25-year-old, single, successful, fit, fun-loving man. I'm looking for a woman who is successful, fun-loving, and has a good sense of humor. If you're interested, please contact me at 1-800-123-4567.

**See an ad you like? Want to Place you own?**

**1.800.123.4567**  
**1.900.123.4567**

**Ask the Expert**

Dear Jackson  
I'm a 30-year-old, single, successful, fit, fun-loving man. I'm looking for a woman who is successful, fun-loving, and has a good sense of humor. If you're interested, please contact me at 1-800-123-4567.

Replying your letter I'm in a one place. You do what a real man? That question is the whole problem. If you answered it as if it were you and family situation. You're a lady to see. You need to step it up a bit and be more proactive. Do not read about dating and try to get a man who is not ready to take a great date or is searching out men who are there for them.

Dear girl: You're right. Look through these personals and when you find someone you might like, send them a message or an email. You need to take responsibility for your own happiness. After all, only you really know what you want and what you're willing to do to get it.

**Want More** Talk with a live psychic advisor and see what's in the cards for you!  
**1.800.123.4567**

**Mobile Dating**

See an ad you like?  
Text the username to 22222 and starting chatting right away!  
To place your own ad, visit [www.washingtonpost.com/text](http://www.washingtonpost.com/text)

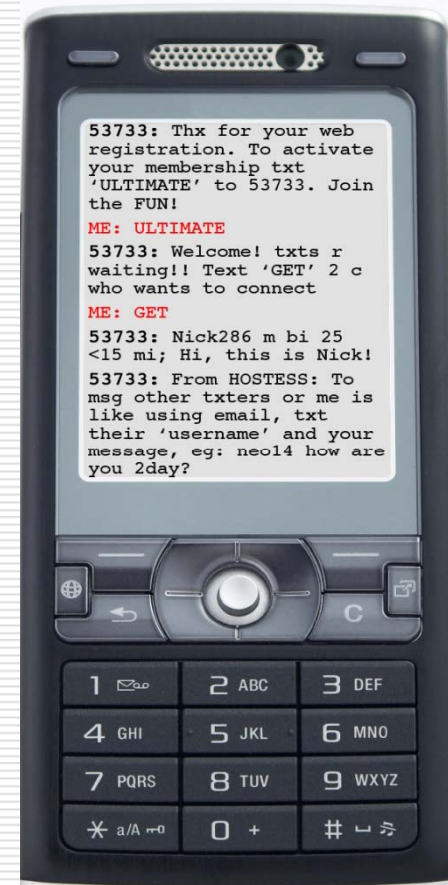
Find Your Next [Date] [Friend] [Love] with  
**TXT CHAT**  
Immediately start chatting when you text "ShrtCde" to 23578!



# Mobile Dating

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- Promote online, in print or both.
- Operates as a 50/50 revenue share.
- Offer your readers / visitors the ability to date on the fly via cell phone using text messages.
- Premium per message rates levied.
- Always “double blind” for safety and privacy.
- Sign up via phone or online.



# Mobile Dating



The screenshot shows a mobile dating website with a dark, textured background. At the top left, there are white scribbles. The top right features the text "MOBILE DATING" in large white letters, with "INSTANT GRATIFICATION" underneath. Below this, three user profiles are listed: "rick97 - 2/F/Str8 -- 31", "Candle1 - 1/F/Str8 -- 35", and "James661 - 1/F/S". A navigation bar contains three links: "Register Online", "Join by Phone", and "Commands". A "Register Online" button is positioned below the navigation bar. The main content area is divided into two columns. The left column has a heading "Mobile Dating?" followed by four paragraphs of text. The right column features a photograph of a blonde woman in a red dress sitting on a yellow pillow and looking at her mobile phone. At the bottom, a red button with white text says "Register Today!".

**MOBILE DATING**  
INSTANT GRATIFICATION

rick97 - 2/F/Str8 -- 31    Candle1 - 1/F/Str8 -- 35    James661 - 1/F/S

*Register Online*    *Join by Phone*    *Commands*

Register Online

**Mobile Dating?**

All work and no play makes Jack a dull boy. But where's the time to play nowadays? Fear not friend, for we have the answer...

Mobile Dating is a mobile text chat and SMS dating service that enables you to text flirt anytime, any place. How about that for instant gratification?!

Now you can connect with other fine folk like yourself from across the country or check out the action closer to home...meet me in the bathroom stalls in 5, anyone?!

It's free and easy...and, if you are so inclined, enables you to meet people who might be, well, free and easy too.

Mobile Dating is secure, reliable and with over 100k members and 24/7 service, you're bound to find what you're after no matter what floats your boat. Happy texting!

**Register Today!**



Sample supporting website for mobile product (look #1)

# Mobile Dating

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The screenshot shows the 'Mobile Dating' website's registration page. The header features the site's logo and tagline 'anywhere.anytime.' along with user avatars and names. Below the header is a navigation bar with links for 'REGISTER ONLINE', 'JOIN BY PHONE', and 'COMMANDS'. The main content area is titled 'Register Online' and includes a brief instruction: 'To join online just fill out the following form. You'll be up and texting in seconds!'. The registration form itself is a vertical stack of fields: 'Username' (with a 'max 7 characters plst' note), 'Date of Birth' (with dropdowns for Month, Day, and Year), 'Gender' (with radio buttons for Male and Female), 'Looking For' (with radio buttons for Males, Females, and Both), 'Carrier' (with a dropdown menu), 'Zip Code', 'Mobile Number' (with a '1' prefix and three input boxes), 'Email', and 'Greeting: (120 characters left)'. A vertical scrollbar is visible on the right side of the form area. At the bottom of the page, there is a footer with links for 'HOME | POLICY | FAQs | TERMS OF SERVICE | PRICING'.

Sample online registration for mobile product (look #2)

# The P2P advantage

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All our products and services are completely turnkey.

P2P clients benefit from;

- A customer service call center to handle member issues via phone or email.
- A production team that produces camera ready print sections weekly to your specs plus promotional print filler ads.
- A web team that will create, customize and optimize your site in addition to providing online marketing collateral.
- A client services team on call to address any issues or questions you may have.

# Contact

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## General Manager

Jack Lincourt

[jlincourt@people2people.com](mailto:jlincourt@people2people.com)

## Corporate website:

[www.people2peoplegroup.com](http://www.people2peoplegroup.com)