

A large, light blue, stylized graphic of a person's head and shoulders, composed of geometric shapes: a circle for the head and a series of lines for the neck and shoulders. The graphic is positioned in the background, behind the logo and tagline.

mingle>match™

“We Bring Singles Together”

A F F I L I A T E S

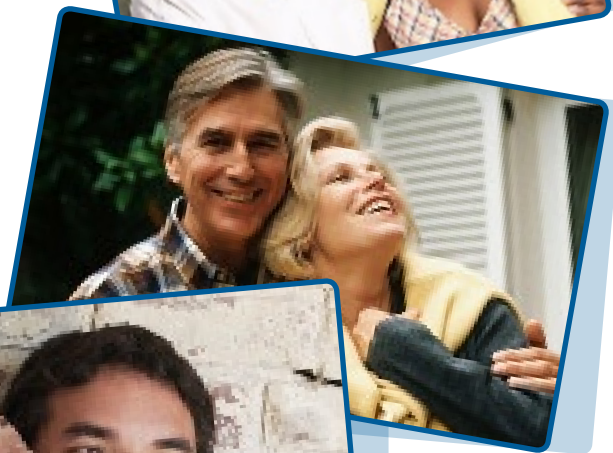
AFFILIATE PROGRAM
media kit

A F F I L I A T E S

INDUSTRY OVERVIEW

Online Personals/Dating was the second largest paid content category on the Internet in 2005.

- Some 40 million Americans visited personals/dating sites in August 2003, according to a report published by The Online Publishers Association and ComScore Networks.
- U.S. consumers spent \$503.4 million on Personals/Dating online content in 2005 (Online Publishers Association).



COMPANY OVERVIEW

MingleMatch, Inc. manages and maintains religious, ethnic, special interest and geographically targeted singles communities online.

- 20 affinity focused online personals sites, serving more than 4.5 million single men and women worldwide.
- Clean, safe, and friendly environment.
- Color Code personality profiling system provides more accurate matching and greater personal awareness.



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MINGLEMATCH AFFILIATE MARKETING PROGRAM

The Easy-to-Use MingleMatch Program:

- All creative in one place.
- All 20 sites under one affiliate program.
- Access to friendly and helpful support.
 - If you have problems or questions, there is only one affiliate manager to deal with!

The Financial Benefits with MingleMatch:

- Competitive commissions with individual programs offered.
- With all sites under one program, monthly payouts are easier to reach in less time.
- In-house affiliate program means that commissions aren't divided between outside company and affiliates (e.g. no network fees).
- Multiple sites allow the targeting of a variety of niche audiences.

Earnings Increase with Higher Performance:

MingleMatch has one of the best converting affiliate programs for online personals, with payouts that help you to make more per click than anywhere else. You will earn 55% of the first-time sale for any of your visitors who sign up as a paying member.*

**If you have the ability to send consistent, high-quality traffic, or if you believe your traffic will convert better than average, please contact us for special consideration.*

"MingleMatch is a leader in the online personals market, with a great network of affinity focused online communities. It is rare to find a single company with a focus on so many specific demographic groups, who also offers a strong affiliate partnership program. I've been impressed with the conversion rates on the traffic I've sent through to them, and I have no doubt that it is a reflection of the quality of their sites." – Michael Carter,
AGreaterDate.com

"MingleMatch converts better than any other personals site I promote. My conversion rate for MingleMatch is double the conversion rate of other sites. They have a personals site for nearly every niche. As singles become overwhelmed with the number of people on general interest sites, they start turning to niche sites to find higher quality matches. As an affiliate this presents a great opportunity to increase conversions and sales." –
Jeremy Palmer,
QuitYourDayJob.com

MINGLEMATCH RELIABILITY AND CONSISTENCY

- We internally double-track all of our sales ensuring that affiliates are fully compensated for their work.
- We are **always** available to answer your questions!
- We have a dependable and consistent payout program.
- We offer an affiliate training handbook, and we are ready to give additional advice as needed.
- We review our affiliate's websites for free upon request to optimize their performance within our affiliate program.
- We are flexible within our program.
 - While other programs don't allow pay per click advertising we encourage it!
 - We have recently created email advertisements for our affiliates to send to their own email lists.

MingleMatch Affiliate Experience

I really appreciate you for your diligence in ensuring that affiliates are properly credited for their sales. I also like the fact that if there's a problem or I have questions that you are always helpful. I work with affiliate programs in other industries and I can tell you that this level of support from affiliate managers is very uncommon.

That's why I choose to stay with you guys even though I've been regularly approached with enticing offers from competing companies. I'm in this for the long haul so I like working with good people because I can sleep at night knowing that you really care about your affiliates and their success and you won't pull any of that "funny business" that's rampant in the industry. That makes me want to work even harder to help make it a success for the both of us.



SUCCESS STORIES

BlackSingles.com

I have been ranting and raving to all of my friends about how great your website is compared to other personals sites and have even convinced some to try it out for themselves! I was extremely happy with the service you provided, and yes, I did meet someone special. We began communicating through Mingle Mail, then it progressed to chatting, which became all day long every day, and then we moved to talking on the phone for hours until we finally decided we just had to meet in person. After so much time spent getting to know each other, nearly a month of chatting and talking every day, when we finally met, it was so comfortable, we just seemed to fit. The distance has not even been a major issue. We have been dating seriously now for almost three months and it is going extremely well. In fact, we mutually agreed to take our profiles down and be exclusive. I just wanted to thank you for being the catalyst that brought that special man into my life. I hope that others receive the blessing that I received through your website.

-- LynNae

ChristianMingle.com

I have been nothing but simply thrilled by your awesome service for Christian singles across the country and world through this neat website. As a result of your wonderful services I have met the love of my life, a great man of God and my wonderful boyfriend. After two full months of chatting over the Internet and the phone, we are now seriously courting one another. So I graciously thank you for providing such an encouraging and safe place for us to get to know one another and now ask you to please remove my entire profile and account from the website seeing as how it has worked and I have found a true companion in Christ! Again thank you so much for being such an integral part of that process for both Will and I. And may God bless you and future members of your website a hundred fold of what you all have blessed us with!

--Danielle

OUR SITES

MingleMatch Affiliates operates the affiliate programs for the personals sites listed below. The targeted nature of these sites ensures that singles will be able to find other singles with similar interests, ideals, and backgrounds. Apply to one of them or to all of them at once.

The sites are categorized into four groups: **Ethnic**, **Geographic**, **Religious**, and **Special Interest**.

Because our sites are so targeted to specific niche markets and dedicated to specific demographics and their interests, we experience high conversion rates. If your site gets visitors that fall into one or more of the categories mentioned above, then be sure to sign up today so you can begin to earn substantial revenues while providing your visitors with access to a clean, safe and friendly singles service that is dedicated to meeting their needs.

Ethnic

 Asian Singles™
CONNECTION

 blacksingles.com®

 Greek Singles™
CONNECTION

 Interracial Singles™
CONNECTION

 Indian Matrimonial™
NETWORK

 Italian Singles™
CONNECTION

 Latin Singles™
CONNECTION

Geographic

 Canadian Personals™

 UK Singles™
CONNECTION

Religious

 Adventist Singles™
CONNECTION

 Catholic Mingle™

 Jewish Mingle™

 LDS Mingle™

 Christian Mingle.com®

 LDS Singles.com

Special Interest

 BBW Personals™
PLUS

 Deaf Singles™
CONNECTION

 Military Singles™
CONNECTION

 Prime Singles™
CONNECTION

 Single Parents Mingle™

CONTACT INFORMATION

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