

Mobile flirting without frontiers

- **iLove introduces first software for real-time flirting and chatting via mobile phones**

Berlin, 26 July 2005 – Flirting, flirting.... and flirting again, surely there can be no better summer fun. Your emotions run free and sunshine feelings call out for the kind of adventure that in winter you just simply couldn't have imagined. And now iLove brings online flirting straight to your mobile phone: get to know people, flirt and chat, all at bargain rates. "iLove Handyflirt" is the first software product that enables simultaneous real-time chatting between up to 9 people, with no need to pay for expensive text messaging.



iLove customers can order "iLove Handyflirt" at a special price and test the advantages of iLove both online and on their mobile phones. Nearly all functions of the iLove portal are supported by your mobile: subscribers create their own profiles, update them as needed, and send their data to the iLove online server. Flirt partners select their iLovers either by age/area or by nickname, and invite them to chat by mobile phone. Here's the key: you can contact any iLove member who is online, at least 5,000 people at any one time, or up to 25,000 at peak times. Circulate an email over the system to reach every single one of 2 million iLove subscribers. Save queries, profiles and photos of your favourite chat partners for later use.

Additional features such as a list of favourites or single matches showing you iLovers who have checked out your profile make up the complete package. "iLove Handyflirt" software is available for German customers as of now. International versions will follow soon. Order by texting the word "liebe" to this number: 80333. The price is €4.99 per week. Subscribers need only pay for the system to connect to and hold a data line.



About iLove:

With 2.28 million unique visitors (Nielsen Netratings June 2005) iLove (www.ilove.de) is the the leading online dating site in German-speaking countries and amongst the top 40 German websites overall. iLove combines the best ideas from the world of internet and mobile dating in a single service.

iLove: <http://www.ilove.de>

iLove press : tel.: +49 (0)30 – 69538 – 120; email: presse@ilove.net

PR agency: Trimedia Communications Deutschland GmbH; Mandy Schoßig;

tel.: +49(0)30 – 72619 – 4790, fax: +49(0)30 – 72619 – 4798; email: jamba@bln.trimedia.de