

# match.com brings science to the art of matchmaking with 'match insights'

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match.com the UK's biggest online dating site\* has launched 'match insights' a brand new personality test which brings science to the art of finding love. Available free to all match.com members in the UK, the test adds an innovative new element to the online dating experience, identifying members' personality types to enhance the chances of finding that perfect match.

The new match.com personality test has been designed by world-renowned biological anthropologist, Dr. Helen Fisher and harnesses her decades of experience studying the laws of attraction and compatibility. The test consists of 56 questions and identifies four fundamental personality types associated with certain brain chemical systems: Explorer, Builder, Negotiator and Director.

Dr. Helen Fisher, Scientific Advisor to match.com said: "The reasons behind why we love are incredibly complex, but it is possible to scientifically understand why people partner better with certain types. 50% of personality has a biological basis and until now the search for love (<http://uk.match.com/search/index.aspx>) has largely been blind. This test lifts the veil on how people unconsciously go about finding the right match by answering the question of why we love who we love."

Dr Helen Fisher added: "This personality test has already been taken by six million people on match.com's online dating sites (<http://uk.match.com/matchuk/help/aboutus.aspx>) around the world who have found it most empowering to take control of their own love lives and learn how to understand nature's chemistry to find and keep a life partner."

The 'match insights' personality test and self analysis is available free to all match.com online dating (<http://uk.match.com/>) members in the UK. This will be followed by a premium service available early next year which will deliver every 'match insights' user their best matches each day based on their personality type.

Jason Stockwood, International MD at match.com commented: "Helping people find love is an art match.com has perfected over the past 13 years. The reason that we have helped so many millions of people find love successfully is that we are always looking at new ways to make love happen. Innovation is at the heart of our business and the new personality test is one of the many things we are doing to help our members find the partner they're made to be with."

## About Dr. Helen Fisher

Dr. Helen Fisher is a world-renowned biological anthropologist and an expert in the science of human attraction. As match.com's Chief Scientific Advisor, Dr. Fisher has used her extensive research into the science of relationships to help match.com develop its match insights service. The first generation of this service was introduced in early 2006 in the States and it features a unique personality assessment and matching system.

## About match.com

match.com pioneered online personals (<http://uk.match.com/login/login.aspx>) when it launched on the Web

in 1995 and continues to lead this exciting and evolving category after more than a decade. Throughout its 13-year history, match.com has redefined the way people meet and fall in love and is credited with more marriages than any other site. Now, more than 15 million people around the world participate in the Match.com relationship network, providing a rich tapestry of ethnicities, interests, goals, ambitions, quirks, looks and personalities from which to choose.

match.com operates leading subscription-based online dating sites in 40 countries, in 15 languages, spanning six continents. match.com also powers online dating on MSN across Europe, Asia, the United States and Latin America and is the premier provider of personals for Love@AOL. Match.com is an operating business of IAC (NASDAQ:IACI).

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\*match.com (including websites powered by match.com eg, match affiliates MSN Dating and Personals and Yahoo Personals) is the UK's leading internet dating (<http://uk.match.com/matchuk/cp.aspx?cpp=/en-uk/landing/mediacenter/press-female.html>) site according to Nielsen Net Ratings' measurements of total unique visitors September 2008.

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