

Confused.com releases new Facebook app designed to celebrate friendships

Submitted by: pr-sending-enterprises

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Coinciding with the release of a report titled 'Friendship, Finance and the Future: The rise of Singledom in the UK', Confused.com has created an app that allows users to celebrate the important friends in their life.

A report by Future Poll for Confused.com has shown that four in five say that friendships last longer than romantic relationships. With friends playing such an important role in our lives the app gives users the opportunity to celebrate the anniversary of their meetings, or 'Frenniversary' and show how important their friends are.

The app, called 'Friend Booth', has three different functions; a tattoo booth, a cover photo montage creator and a Frenniversary reminder service.

The tattoo booth allows Facebook users to create an image with a virtual tattoo dedicated to their closest friend. The user selects their friend and either takes a photo or chooses an existing one, they then select the style of tattoo they want their friend's name to appear in. They can resize the tattoo and adjust the angle to make it look as convincing as possible before posting it to their wall.

The photo montage creator allows users to create a montage that's sized, ready for them to have as their cover photo. The Facebook application asks users to enter the name of their best friend. Photos in which both the user and their best friend are tagged will be displayed, allowing the user to select their favourite pictures which will be automatically added into a bespoke image that the user can set as their profile cover image.

The report claims that in the future relationships status on passports and census forms could include mate-trimony as an option, with next of kin automatically being a friend. With friends playing such a significant role in our lives celebrating Frenniversaries will become more common. The Facebook application helps us remember this date by providing a Frenniversary reminder service. When they sign up their email address and friend's name they'll be sent an email reminder to make sure they don't forget to celebrate the day.

Sharon Flaherty, head of content at Confused.com (<http://www.confused.com/life-insurance>) said: "This application is all about having fun with your friends and showing you appreciate them, but the report raises issues around how insurance companies need to protect long-term friendships as they do marriage. More and more people are relying on their friends, buying houses with them and becoming financially co-dependent. If something were to happen they would be left completely unprotected.

"This report by Future Poll shows that in the future more single people will protect their most important relationships with life insurance, in the short term the app allows users to show the people that matter they care."

About Confused.com:

Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include more specialised insurances such as one day car insurance (<http://www.confused.com/car-insurance/temporary>), landlord home insurance (<http://www.confused.com/home-insurance/landlord>) and ford car insurance (<http://www.confused.com/car-insurance/manufacturers/ford>).

Confused.com is not a supplier, insurance company or broker. It provides an objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more. Confused.com's service is based on the most up-to-date information provided by UK suppliers and industry regulators.

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