

# Men flock to online dating as World Cup dreams are dashed

Submitted by: Global Personals Ltd

Wednesday, 30 June 2010

---

Men flock to online dating as World Cup dreams are dashed

Registrations to Singles365.com booms 32 minutes after final whistle

London, 30th June 2010 – Registrations from single men to online dating site Singles365.com have boomed since England bowed out of the World Cup on Sunday. Traffic to the site was up over 134% compared to the previous Sunday and up over 187% this week, as men seek to find their summer entertainment elsewhere.

Most men seemingly wasted very little time in mourning England's defeat, as traffic reports show that the peak registration time was just 32 minutes after the final whistle was blown. The trend has shown no sign in abating this week with thousands more men than usual joining the site as they switch off their TV sets and go online.

Katie Mowe from Singles365.com commented 'We were genuinely stunned to see how many men registered on the site straight after the game - perhaps they were spurred on by a little Dutch courage! Our message to all the single ladies out there who are looking for a date is strike whilst the iron is hot – the football season will be start again in less than two months!'

-ENDS-

About Singles365.com:

Established in 2003, Singles365.com has been helping people find romance, meet new people and enjoy new experiences for seven years. The site welcomes people of all ages and all backgrounds from across the UK.

At Singles365.com we always put our customers at the heart of everything we do. We are continually investing in technology and customer service to provide the safest, friendliest and easiest to use dating platform possible. Our customers can call us every week day for free to speak to our 20 strong customer service team.

For further information please contact:

Katie Mowe, Singles365.com

+ 44 (0)7813 878 577

kmowe@globalpersonals.co.uk

