


Researched by JB Associates on behalf of Singles Limited

all data is subject to information displayed at the time of viewing January 2006

<div></div> <div>Affiliate Partner Map & Comparison Chart</div>		sexsearch.com	date.com	datingrev.com	diydating.com	Eharmony.com	eroticy.com	frienfinder.com	lavalife.com	loveandfriends.com	loveaccess.com	match.com	megafriends.com	perfectmatch.com	personals.yahoo.com	relationshipexchange.com	spark.net	update.com	wherehartsmeet.com	datingdirect.com	world-dating-partners.com
Programme type	standard banner program																			Suspended	
	customised banners																				
	text links																				
	email campaign																				
	per questionnaire																				
	off-line promotional materials																				
	search forms (dynamic feeds)																				
	web-site creation (templates)																				
	web-site creation (co-branded)																				
	web-site creation (White-label)																				
	content-provision																				
Payouts types	dating affiliate program																				
	adult dating affiliate program																				
	per registration																				
	per-click																				
	per paid signup																				
	per email address																				
	per questionnaire																				
	off-line promotional materials																				
	shared revenue initial payments																				
	shared revenue recurring																				
Payout amounts	2-tier partner programme			10%	10%		10%		10%				5%								10%
	per registration							up to \$3		up to \$1				\$1.5							up to \$2.5
	per-click							up to \$1													
	per paid signup	\$30	\$35					\$25-30						up to \$140	\$15-60		\$17-55				up to \$45
	per email address						\$1-3														
	per profile																				
	per questionnaire					\$0.5															
	off-line promotional materials					%															
	shared revenue initial payments			60%	50%	30-45%	40-60%	30-100%	100%	50%		75-100%	51%		25%	40%		40-80%	30%		50-70%
	shared revenue recurring payments			60%				15-35%		50%			51%						30%		30-60%
	minimum amount to claim	\$100	\$200	\$50				\$50													\$100
	option for manual payment claim																				
	regular cheques payment																				
	incentive scheme																				
Site customization	geotargeting																				
	different languages																				
	sex targeting																				
	age targeting																				
	niche/interest criteria targeting																				
	partner can customize his index page,																				
	customization throughout the site for templates																				
	top Affiliates can have fully customized sites																				
	add content pages																				
Banner targeting	different variants of landing page																				
	geotargeting																				
	different languages																				
	sex targeting																				
	age targeting																				
	niche/Interest criteria targeting																				
	fully customized banners																				
Additional features	different sites with different payout options																				
	basic administration																				
	affiliate-oriented extensive administration																				
	basic statistic and demographic information																				
	extended demographic information																				
	extended statistic information																				
	extended payment information																				
	marketing tools																				
Signup process	control membership pricing																				
	instant (banners, text links)																				
	instant (templates)																				
	application form																				
	acceptance form																				
	restrictions for traffic																				
	risk assessment																				
General	own affiliate system																				
	third party affiliate program					TD			CJ	CJ		LS		CJ	CJ	CJ			MyRef		
	open Telephone contacts																				
	personal affiliate manager																				
	online demo																				

