

MEDIA RELEASE

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The Purple Lounge Launches “Unlimited” GLBT Voice Chat

Sydney, 3rd March 2009 - In a break with tradition, The Purple Lounge opens its doors this week to Australia’s Gay & Lesbian community with the country’s first **unlimited** access voice chat-room.

The Purple Lounge is a ‘meeting point’ that can be reached from any mobile or fixed line phone and allows anyone in the community to broaden their existing social circle or introduce themselves as a newcomer, without the pressure of exorbitant pay-per-minute “premium” pricing.

There are no limitations or restrictions on how much time is spent online once the fixed fee is paid. No per minute billing is a key feature. Members are not under time pressure when interacting with others, which the company believes will enhance the user experience. “It’s like going to a gym; once you pay your fee you can go and stay as long as you like or as often as you like” said Lisa N’Paisan, Marketing Manager of The Purple Lounge.

“There are numerous internet and telephone based meeting services but none catering particularly to the Gay and Lesbian community” said Lisa. “This service really fills a void in the community and it’s a refreshing and exciting alternative to conventional meeting places such as bars and clubs” she added.

Speaking on the aspect of communicating in voice-chat in real time, Lisa goes on to say “What makes this service compelling is the ability to meet and communicate with ‘real people’ in ‘real time’ and it doesn’t come with the frustration of web based services, where you commit a lot of time communicating with avatars, images and text, only to discover a completely different person in real life”

The service is supported by a comprehensive website www.purplelounge.com.au

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About The Purple Lounge

The Purple Lounge Pvt Limited is an Australian company, which uses the latest technology to provide services to connect like-minded people across the GLBT community throughout the country.

The Purple Lounge uses a unique combination of technologies and allows members to buy memberships for daily, weekly or monthly durations. Members can interact with others across the country for no extra cost. The ability to contact members by state gives a greater opportunity for social networking.

The service is supported by a comprehensive website www.purplelounge.com.au which provides further details and associated rewards and benefit schemes.

Further Media Information

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