#### MediaFlirt

Product Information for Media Partners

## What is MediaFlirt?

- MediaFlirt is a mobile dating and flirting service that runs on any cell phone using SMS messages.
- SMS messaging has been incredibly successful worldwide and by far the most popular use of SMS is for person to person messaging.
- MediaFlirt provides a very similar experience to person to person messaging but allows users to meet new people, make new friends or find love and romance.
- In countries such as South Africa where many people have cell phones but do not have an internet connection MediaFlirt fills a void by providing an easy to use dating service that works on any phone.
- MediaFlirt is anonymous and never reveals a members cell phone number.

## What are the benefits of MediaFlirt compared to other SMS products?

- MediaFlirt generates multiple SMS messages per user which tends to continue over a period of time. This is in contrast to products such as logos and ring tones which tend to generate only one or two messages.
- MediaFlirt is very easy to use without having to reference a paper advert containing phone types and product codes which is the case for logos and ring tones. This makes MediaFlirt easy to continue using long after an advert was originally responded to.
- MediaFlirt sells love and friendship which is very compelling and something that people are prepared to pay for.
- With MediaFlirt you are interacting with other real people which means that the "content" always remains fresh and interesting.
- MediaFlirt provides users with a form of mobile entertainment that is always accessible and that can be used in moments of free time.

Visit www.mediaflirt.com or contact info@mediaflirt.com

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## What are the key features of MediaFlirt?

- MediaFlirt can be used up to set up a brand new mobile dating and flirting service within one working day.
- The flirt service can be completely branded by the media partner.
- MediaFlirt generates real time statistics that can be used to monitor advertising effectiveness.
- New flirt services can tap into an existing pool of members so that they appear established from the start. At a later stage the members can be split off or can remain part of a combined pool.
- MediaFlirt has a powerful search engine algorithm that can find relevant matches based on natural language.
- MediaFlirt currently supports English and Afrikaans and can be configured for other languages.
- MediaFlirt has a dictionary system that learns over time and that can correct for misspellings and the use of slang which is common in SMS messages.

## What are the benefits for a Media Partner?

- MediaFlirt can be used to generate additional revenue for a Media Company that has spare capacity or unsold inventory.
- For publications with offerings related to singles or dating MediaFlirt can be used to build brand loyalty and to provide readers with a value added service.
- If new profiles are advertised in each edition of a publication then MediaFlirt provides consumers with a compelling reason to purchase each new edition to see the new profiles.

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How does MediaFlirt work?

# STEP 1

CREATING A PROFILE

Greg, 28, Male, Cape Town, honest guy with great body, loves the beach and surfing

<SEND>



Debbi, 24, Female, Cape Town, Loves the beach and partying, looking for new friends.

<SEND>



FINDING A MATCH

Find friend in Cape Town aged 23-28 that loves the beach

<SEND>



STEP 3

**ANONYMOUS CHAT** 

Greg: Hi Debbi, I like your profile. Do you wanna chat?

<SEND>

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