

# MEDIAFLIRT



## 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](http://www.mediaflirt.com) or contact [info@mediaflirt.com](mailto:info@mediaflirt.com)



The contents of this document are strictly private and confidential.



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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>

## STEP 2

### 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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