

MEETIC, the European leader in online dating services, announces the acquisition of LEXA.NL and becomes a major player in the Dutch online dating market

Boulogne-Billancourt, 23 February 2006

MEETIC, the European leader in online dating services, today announced the acquisition of LEXA.nl, one of the largest online dating sites in the Netherlands. The deal strengthens MEETIC's leadership in Europe. The acquisition amounted to €11.5 million and was paid for entirely in cash.

Created in 2002, the LEXA site (www.lexa.nl) has taken less than four years to become a major online dating site in the Netherlands. LEXA, which is published by SKMG, reported estimated sales of €4 million in 2005.

Marc Simoncini, founding Chairman and Managing Director of MEETIC, stated: "*MEETIC, already established in the Netherlands under its own brandname, has become a leader in online dating services in the Netherlands thanks to the acquisition of Lexa.nl. This deal strengthens our European leadership and confirms the relevance of the selective acquisition strategy announced at the time of our initial public offering.*"

LEXA's acquisition has taken the form of an asset purchase and fits seamlessly into MEETIC's expansion strategy:

- The acquired assets are of high quality, including:
 - o more than 100,000 verified profiles which were active during the last 30 days;
 - o a customer base of 30,000 people at the end of December 2005;
 - o an established name-brand recognition in the Netherlands;
 - o renowned marketing partners;
- The deal strengthens MEETIC's presence in one of the largest European online dating markets;
- MEETIC's web and mobile expertise can be replicated directly and rapidly on the LEXA site;
- There will be immediate synergies between the marketing and technical functions of the LEXA and MEETIC sites;
- The deal enriches MEETIC's base of European profiles and gives LEXA members access to members from other European countries;
- Growth of the profile base and the number of customers in Europe raises the barrier to entry on the online dating market.

Marc Simoncini concluded: "LEXA was acquired by purchasing assets including a customer base of 30,000 subscribers at the end of December 2005 - compared with 224,618 subscribers on the websites of MEETIC (on a total customer base of 275,765 people). The deal boosts our subscriber base by more than 13%. Sales came to €4 million in 2005, with marketing expenses of only €1.5 million. The LEXA site will be migrated to MEETIC's technical platforms while moderation, customer services and marketing will be managed by our French teams. We will set up a small Dutch team under the Lexa brand dedicated to expanding the new entity. The transaction will be accretive to MEETIC's earnings and will help boost shareholder value."

FYR 2005 will be released on 27 March 2006 (before the markets open)

About MEETIC, the European leader in online dating (www.meetic-corp.com)

Four years after its commercial launch, MEETIC has established itself as the European leader in online dating, with over 17.0 million profiles registered since its creation and the highest audience share* in Europe: 23.16% in September 2005 (source: Nielsen/NetRatings). MEETIC is present in 13 European countries and in China and is available in 10 languages. Following, ever since its creation, a clear European leadership strategy based on a quality-first policy, innovative marketing and perfect technological know-how making it possible to manage a database of 2.6 million 30-day active profiles, the company is intent on permanently improving its services and meeting even more fully the various expectations of its European subscribers. MEETIC has launched two additional offers – ULTEEM by MEETIC and SUPERLOL. MEETIC reported a turnover of €43 m for the year 2005.

* Audience share is calculated as follows: (number of unique visitors to the site x time spent on the site) / (number of unique visitors under the category "dating" x time spent on this subcategory) x 100.

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