



For Immediate Release

People Media Named to Deloitte's 2009 Technology Fast 500™
Ranking of Fastest-Growing Tech Companies in U.S. and Canada

***Positioned at #359, Leading Provider of Targeted Online Dating Communities
Receives National Recognition for Revenue Growth over Five Years***

HOLLYWOOD, Calif. (Oct. 20, 2009) – People Media, Inc., the leader in targeted online dating communities for singles seeking meaningful relationships, today announced that it ranked #359 on Technology Fast 500™, Deloitte LLP's ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America.

Rankings are based on percentage of fiscal year revenue growth during the five year period from 2004-2008. People Media grew 342 percent during this period.

"Technology Fast 500™ recognizes innovative companies that have broken down barriers to success and defied the odds with their remarkable five-year revenue growth," said Phil Asmundson, Vice Chairman and U.S. Technology, Media and Telecommunications leader, Deloitte LLP. "We congratulate People Media on this accomplishment."

"With its impressive five-year growth, People Media has earned its position among the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America," said Mark Jensen, Managing Partner, Technology and Venture Capital Services, Deloitte & Touche LLP. "Deloitte is proud to honor People Media for its achievement."

People Media's CEO Josh Meyers credits its focus on the fast-growing affinity online dating segment with the company's exceptional revenue growth over the past five years.

"Our 27 online dating sites each target a specific segment of the population, whether it is African-Americans, seniors, single parents or one of many religious affiliations, and these tightly focused populations make it easier for people to connect and find true community," said Meyers.

"As a result, People Media's visitors come back to the sites more often, spend more time there and view more total pages than other dating sites," he said. "Our sites combine scale with focus, creating large pools of people who already share critical relationship factors like ethnicity, religion and lifestyle. It's a positioning that works, and we're delighted to receive this recognition of our corporate achievement from Deloitte."

People Media's portfolio includes six of the top 50-ranked personals websites, as reported by comScore Media Metrix -- more than any other company. Six of the company's websites rank first in their respective categories: BlackPeopleMeet.com, SeniorPeopleMeet.com, BBPeopleMeet.com, LoveandSeek.com, SingleParentMeet.com, and LDSPlanet.com.

On a monthly basis, People Media reaches four percent of the total Black population in the United States, and two percent of the nation's total online 50+ population. The company's 27 individual web properties reach nearly four million unique users per month, generating more than 550 million page views.

About Technology Fast 500™ Selection and Qualifying Criteria

Technology Fast 500™ provides a ranking of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. This ranking is compiled from nominations submitted directly to the Technology Fast 500™ website, and public company database research conducted by Deloitte. Technology Fast 500™ award winners for 2009 are selected based on percentage fiscal year revenue growth during the five year period from 2004 to 2008.

In order to be eligible for Technology Fast 500™ recognition, companies must own proprietary intellectual property or proprietary technology that contributes to a significant portion of the

company's operating revenues. Using other companies' technology or intellectual property in a unique way does not satisfy this requirement. Consulting companies, professional service firms, etc. are not eligible unless they have proprietary technology that contributes to a significant portion of their operating revenues.

Technology Fast 500™ award eligibility requirements also include base-year operating revenues of at least \$50,000 USD or CD, and current-year operating revenues of at least \$5 million USD or CD. These revenues must have more than doubled between 2004 and 2008. Additionally, companies must be in business for a minimum of five years, and be headquartered within North America.

About Deloitte

As used in this document, "Deloitte" means Deloitte LLP. Please see www.deloitte.com/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

About People Media, Inc.

People Media (www.PeopleMedia.com) is the No. 1 provider of targeted online dating communities for attractive singles seeking meaningful relationships. The company operates 27 individual web properties – including www.BlackPeopleMeet.com and www.SeniorPeopleMeet.com – reaching nearly 4 million unique users per month. Its portfolio includes six of the Top 50-ranked personals websites, as reported by comScore Media Metrix – more than any other company. People Media has been a past partner with the Steve Harvey Morning Show and exclusively powers multiple AOL Personals communities. People Media is a rapidly growing innovator in the online personals space, which is expected to reach \$1.2 billion in worldwide revenues by 2009 (Jupiter Research). People Media is based in Hollywood, Calif., and is a unit of Match.com, an operating business of IAC (NASDAQ: IACI).

About Match.com

Match.com pioneered [online personals](#) when it launched on the Web in 1995 and continues to lead this exciting and evolving category after more than a decade. Throughout its 14-year history, Match.com has helped redefine the way people meet and fall in love. Match.com provides a rich tapestry of ethnicities, interests, goals, ambitions, quirks, looks and personalities from which to choose. Match.com operates some of the leading subscription-based online dating sites in 24 countries, in 8 languages and spanning five continents, as well as oversees its ongoing investment in Meetic. Match.com also powers online dating on [MSN](#) across Asia, Australia, the United States and Latin America. Match.com is an operating business of [IAC](#) (NASDAQ:IACI).

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