

April 23, 2010

VIA UPS

Markus Frind  
Plentyoffish Media Inc.  
#1239, 565 Yukon St  
Burnaby, BC V6G 8N2, Canada

Dear Mr. Frind:

It has come to my attention that Plentyoffish.com makes the following claims on its website and/or in online advertising:

- Our members will go on over 18 million dates with other users this year.
- We match you with users that will meet your emotional needs.
- Over 500,000 relationships were formed in 2007 as a result of plentyoffish.com.
- My site is completely free, and we generate about 800,000 relationships per year.
- 20,000 people sign up per day.
- The majority of users are single professionals and users who are serious about meeting someone.
- More dates result from plenty of fish than all other dating sites combined.
- If you come from a midsized city, there is a good chance there are at least 3,000 people online right now in your city.
- POF knows which members are most likely to respond and when they are likely to be online next.
- The following claims relate to upgrading to a "serious" member:
  - Upgrade and Improve your chances by 230%
  - Men can expect on average women making first contact 9x more than before
  - Women can expect on average a 40% increase in first contacts
  - Triple the number of people viewing your profile!
  - You'll get far higher quality emails.
  - Massive increase in emails.
  - This upgrade doubles your chances of meeting someone.

Samples of these claims are attached to this letter. Based on my knowledge of the industry, these claims cannot be supported and are misleading and/or false.

We demand that you immediately cease and desist from making these false claims. If your position is that these claims are substantiated, please promptly provide me with substantiation for each of these claims by return letter. If disclosing the substantiation data concerns you, Match.com is open to entering into a confidentiality agreement.

Sincerely,



Marshall Dye  
General Counsel, Match.com

Attachments