

## Internet Dating / Online Social Networking Industry Association Inaugural Meeting Scheduled For July 15, 2004 In Nice, France

For Immediate Release

NEW YORK/EWORLDWIRE/March 9, 2004 --- IDEA OASIS, a not-for-profit association for the Online Dating and Social Networking industries, will have its inaugural meeting on July 15, 2004 at the Internet Dating Conference in Nice, France.

IDEA OASIS is the Internet Dating Executive Alliance/ Online Association for Social Industry Standards. It is for executives in both the online dating and social networking industries.

The organization's mission will be to set ethical standards for online dating and social networking member sites. Such standards will include protection of account privacy and membership verification. The association will facilitate information exchange between members, provide members access to its extensive information repository, assist members in understanding emerging technologies and their impacts, create relationships for members with various third party vendors and enable access to services and products at discounted prices. We intend to change the economics of the social networking business in a manner beneficial to our members. We also intend to fully insure that our members will have representation with lawmakers. IDEA OASIS will also promote ethical social networking and online dating management for both our members as well as to the general community at large.

Member sites will be given a unique and numbered IDEA OASIS insignia to place on their website to show their clients they are in full support of the standards and ethics that IDEA OASIS promotes. These standards will increase the level of trust that members of the public will have in our member sites.

That need for an Online Dating and Social Networking industry association emerged as a topic at the first Internet Dating Conference. IDEA OASIS is that discussion becoming a reality. Acting members of the IDEA OASIS Board of Directors that will inaugurate the first meeting will be:

- Joe De Paolo, Vice President of Marketing, FriendFinder, Inc.
- Eric Straus, CEO, Cupid.com
- Jeff Titterton, Senior Vice President of Member Sales & Marketing, Planet Out Partners
- Robert Fisher, Principle, Great Expectations
- Michael Jones, CEO, Userplane
- Brad Hogg, CEO, Vintacom Media Group Inc.
- Morten Wagner, Director of Marketing, Dating.dk
- Marc Lesnick, President, Ticonderoga Ventures, Inc. (Acting Chairman)

Also scheduled for the Nice 2004 event will be the selection of an advisory board, tasked with advising the Board of Directors on trends in technology, demographic and social trends, industry impacts, and other related issues.

More information on IDEA OASIS can be found at <http://www.ideaoasis.org>. More information on the Internet Dating Conference can be found at <http://www.internetdatingconference.com>

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