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NEWS DIGITAL MEDIA AND MATCH.COM.AU ANNOUNCE PARTNERSHIP

News Digital Media to sell advertising on-site

News Digital Media's chief executive officer of media, Michael Robinson, today announced an exclusive partnership with Match.com, the world's largest online dating company.

Launched in 1995, Match.com pioneered online dating and has helped redefine the way people meet and fall in love. Match.com operates some of the leading subscription-based online dating sites in 40 countries, in 15 different languages that span six continents.

The agreement will see Match.com's Australian brand and content integrated throughout News Digital Media's flagship news website *news.com.au* and the launch of a co-branded website <http://dating.news.com.au>.

Mr Robinson welcomed the partnership, saying: "the integration of Match.com.au into *news.com.au* brings together two iconic brands, merges their high quality audiences and adds great value to News Digital Media's 360° lifestyle coverage."

In addition to the integration and co-branded site, News Digital Media's award-winning sales team will sell advertising space on match.com.au to *news.com.au* users. This means that through the recognition of a user's IP address, visitors to *news.com.au* who then visit match.com.au will have advertisements sold by News Digital Media displayed to them.

Benoit Baudon De Mony, GM, International, Match.com.said: "We are thrilled to be partnering with News Digital Media. The partnership brings together Match.com's 15 million members with News Digital Media's network of eight million Australian users who can now search, connect, communicate and find love on our website."

Mr Robinson added: "I am delighted that our award-winning sales team will be selling space across the co-branded site. This is a fantastic opportunity for advertisers looking to target highly engaged Australians online who are on their quest for love."

Match.com.au will be heavily promoted on the *news.com.au* homepage, as well as throughout *news.com.au*'s entertainment vertical. There will also be a link to the co-branded site on the navigation bar across the News Digital Media network.

According to Nielsen Online/NetView, traffic to Australian dating sites increased by approximately 41 per cent in the last year.

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About News Digital Media

News Digital Media is one of Australia's largest and most innovative digital media publishers.

Its network includes *news.com.au*, *truelocal.com.au*, *careerone.com.au*, *carsguide.com.au*, *moshtix.com.au* and the websites for News Limited's newspapers including The Australian, The Daily Telegraph, Herald Sun, The Courier Mail and The Advertiser.

News Digital Media's sales team, which has won B&T's 'Sales Team of the Year' for the past two years, represents Australia's largest network of news, sport and weather properties.

News Digital Media is the online division of News Corporation's Australian subsidiary News Limited.

News Digital Media is a carbon neutral company.

www.newsdigitalmedia.com.au

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 13-year history, Match.com has helped redefine the way people meet and fall in love. With more than 100 million members since 2000 and 15 million current members, 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 40 countries, in 15 languages spanning six continents. Match.com also powers online dating on MSN across Europe, Asia, Australia, the United States and Latin America and is the premier online dating provider for Terra throughout Latin America. Additionally, Match.com powers online dating personals for Love@AOL. Match.com is an operating business of IAC (NASDAQ: IAC) .