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June 16, 2004

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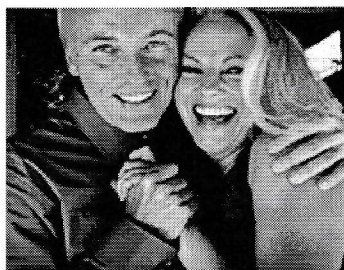
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## Love Becomes a Science at Match.com

June 16, 2004

By P. Kelly Smith

DALLAS Match.com has broken a national image campaign that invites singles to "come and get their love" via its new Total Attraction Matching system, the client said.



Match.com's image campaign includes cable TV and network radio spots.

Launch Agency developed the new campaign for the online dating service, which chose the Dallas shop as its lead creative resource earlier this year. Bartle Bogle Hegarty in New York previously handled Match.com's advertising.

The cable TV and network radio spots, which broke Monday, promote the client's science-based matching system. Using personality profiling tools and a physical attraction-matching platform, the system accurately determines a couple's compatibility, the client said.

Set to a contemporary recording of "Come and Get Your Love," the TV spot opens with random images of single people who represent the potential "special someones" at Match.com. A voiceover then says, "Come and get your love at Match.com. Only Match.com has Total Attraction Matching that helps you connect on all the things that matter most. From sense of humor to that smile that drives you wild. Hundreds of thousands of happy endings got their start with us. Take our exclusive personality test free at Match.com."

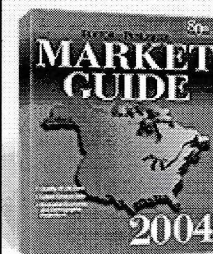
The client said the media buy includes E!, VH1, Bravo

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