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Media Release **For immediate release**

MATCHMAKING INSTITUTE (S.E.A.) FIRST TO PROVIDE MATCHMAKING TRAINING & ACCREDITATION IN ASIA

- *The official opening of an institution that sets the benchmark for quality training and certification of matchmaking*

SINGAPORE, 10 APRIL 2008 – The Matchmaking Institute (New York, USA) announced the opening of their first South East Asia School here today, following closely behind the dating industry boom in the region. The Matchmaking Institute (S.E.A.) will be a platform for potential matchmakers to go through intensive and qualitative training to become a Certified Matchmaker. This would lead individuals towards realising an exciting and legitimate career that will allow them to practice matchmaking on a professional level. At the same time, members of the Matchmaking Institute S.E.A. would be able to reap the rewards of bringing people together into meaningful relationships and garner the respect that they rightly deserve.

It is no secret that the local online dating scene is an official mainstream phenomenon that has popularised the historical concept of finding love through a third party. Very positively, this acceptance has spilled-over to give rise to the demand for modern-day, one-on-one matchmaking services that cater to the individual's preferences and requirements in a potential partner. The rapid growth of the matchmaking industry has created a niche demand for a regulatory body that addresses the new heightened need for quality control in this market. The Matchmaking Institute (S.E.A.) is set to take on the role as the first authoritative voice of the Asia matchmaking industry.

Founded in 2003 and based on years of experience and analysis of the matchmaking industry, the Matchmaking Institute (S.E.A.) will create relevant matchmaking training and certification that is available and accessible to all in the region. Specifically, the various services that they offer include: training that allow individuals to become Certified

Matchmakers™; link current singles to Certified Matchmakers™ and provide accredited matchmakers with a network of peers and support.

Bringing network of Peers and Support to matchmakers

The Matchmaking Institute S.E.A. also caters to already practicing professional matchmakers. Matchmakers can choose to apply to be a member of the Professional and Certified Matchmakers Network that will link them to a myriad of like-minded matchmakers, Worldwide. It will allow them to have access to a forum to exchange ideas among peers.

Linking current singles to Certified Matchmakers™

The Matchmaking Institute S.E.A. does not limit its services to just to matchmakers – They also tailor their services to single people in search of an ethical matchmaker in their community that they can trust. Via the same network that links matchmakers internationally, singles can also tap into this network to enjoy better opportunities of locating a matchmaker that suits them, wherever they are in the world.

For those not ready to commit to hiring a matchmaker just yet, Matchmaking Institute S.E.A. will still cater to the needs of such individuals by offering them the choice to be a part of the Certified Matchmakers Multiple Listing Service. This confidential Singles Database is used by Certified Matchmakers worldwide to search for potential matches for their clients. Once potential Matchmaking Institute S.E.A. clients decide to list their profile in the database, they immediately stand a chance to be matched with a professional matchmaker's existing client.

Quotes from the founder of Matchmaking Institute (New York, USA)

Ms. Lisa Clampitt, one of the original founders of the Matchmaking Institute in the United States, highlights that the perception of the modern-day matchmaker should change with the times, (see Annex A for the biography of Lisa):

“It’s no longer simply ‘Playing Cupid’ – Getting accredited means that you are a professional in the matchmaking field. You aren’t just someone that woke up one day and decided to bring people together into meaningful relationships; you would be a person that has invested the time and efforts to be a respectable professional at what you do for a living!”

“It is our great fortune to have been able to meet Violet via her venture of study at our institute in America. It is through her, and our other Asian members that have come through our doors, that we were inspired to bring the Matchmaking Institute to Asia.”

“Being the Co-founder of Asia premiere dating agency Lunch Actually in Singapore and other parts of Asia; as well as online social networking and speed dating platform, Eteract.com, I trust that Violet is more than qualified to collaborate with us to bring the Matchmaking Institute into Asia. Her background and passion for the matchmaking industry assures us that the branching-out of the Matchmaking Institute will be successful.”

Quotes from Violet Lim, Co-founder and Executive Director of the Matchmaking Institute (S.E.A.), a professional matchmaker and an appointed Justice of Peace in Singapore

“I am very honoured to have been approached by Lisa to help bring the Matchmaking Institute into Asia. I am more than happy to be able to bring channels of accreditation to individuals that share the interest and passion for matchmaking as I do, but prefer to venture within Asia rather than to travel all the way to America.”

“Getting accredited at the Matchmaking Institute in 2004 was an unforgettable experience for me. I hope that I can inspire others to find the passion for matchmaking and encourage more people to see that bringing other people together into meaningful relationships *can be* a respectable and rewarding profession.”

About the Matchmaking Institute S.E.A.

The Matchmaking Institute was founded and created in 2003 by Jerome Chasques and Lisa Clampitt, CSW in New York, USA. The founders were inspired to establish a set code of ethics and strict quality standards in the matchmaking industry.

In the absence, so far, of any official legislation, all branches of the Matchmaking Institute strive to create a greater public and media awareness of this industry and to raise standards across all of the industry and enhance the image of the matchmaking industry.

The Matchmaking Institute also has a Professional and Certified Matchmakers Network Board of Directors. Sitting on the board are qualified and capable individuals committed to their job of collectively raising the standards of matchmaking, internationally. The network comprises of industry experts hailing from: Oklahoma, New York, Massachusetts, California, Canada (Ontario), Singapore and Australia.

About the Matchmaking Industry's Trade Association

The Matchmaking Institute's Matchmakers Network is the premier matchmaking industry's trade association and as of today the only active network of matchmakers. The Matchmakers Network has already 120+ reputable personal matchmakers all around the country and abroad, with many more joining monthly. There are currently members in the following countries: Australia, Canada, China, France, Indonesia, Singapore, United Kingdom, and the United States.

For media enquiries, please contact:

Asia PR Werkz Pte Ltd
86A Amoy St, Singapore 069905

Tel: (65) 6536 6881

Fax: (65) 6535 2008

Ms Kisha Tan

Contact: 98183 9756/ kisha@asiaprwerkz.com

Ms Cho Pei Lin

Contact: 9684 2563 / chopeilin@asiaprwerkz.com

Annex A



Biography of Lisa Clampitt, CMM, CSW

Lisa Clampitt is the co-founder and Executive Director of the Matchmaking Institute, a professional matchmaker and a New York State Certified Social Worker for over 15 years. She was educated at New York University, receiving a BA in Dramatic Literature, and received her graduate degree, a Masters in Social Work, from the University of Michigan. Lisa has many years of experience in individual and couples counseling as well as relationship and date coaching and has owned her own very successful matchmaking company, VIP Life, for over 6 years.

With this experience and her extensive knowledge of the matchmaking industry under her belt, she went on to create the Matchmaking Institute in order to train and certify others, establishing a strict code of ethics in this important industry. Lisa is consistently sought after as a matchmaking and relationship expert and has had extensive international press coverage. Lisa is married and lives in New York City with her husband Frank.

Annex B



Biography of Ms Violet Lim

When it comes to the modern matchmaker, very few in Asia would be able to come close to Ms Violet Lim. Before Eteract.com, Violet and her husband, Jamie, founded the premier modern dating company, Lunch Actually, in both Singapore and Malaysia. She has appeared in over 100 articles, television and radio appearances as well as the Singapore's National Day Video in 2005 where she was featured as one of Singapore's most aspiring people.

In less than two years, Violet established Lunch Actually as Singapore's premier modern dating company. She is responsible for the marketing and publicity, and is also the spokesperson for the company.

Within 12 months after Lunch Actually was set up in Kuala Lumpur, Violet appeared in numerous write-ups in major newspapers (English, Chinese and Malay) and in over 12 magazines (e.g. Newman, Female and Harpers Bazaar). She was also a columnist on the relationship Q&A in Cittabella Malaysia.

Besides Singapore and Malaysia, Violet has also appeared in many publications in other countries (e.g. United States, Japan and Australia).

At the recent worldwide Matchmakers conference held in New York by the Matchmaking Institute, Violet was a panellist where she shared with 80 fellow matchmakers around the world about Business Models and Expansion Strategies and Matchmaking in Foreign Markets.

Violet maintains a personal dating blog (www.violetlim.com) where thousands, visit monthly, to read about her views on dating and relationship matters. She is a natural "star" and is also currently spearheading several business developments like workshops for singles and date coaching.

Interesting facts:

- Violet possesses a Degree in Law and a Masters in Human Resource, but decided to venture into the matchmaking industry upon observing her friends and colleagues having little time for love due to their busy work schedules.
- Violet was the first Asian to be certified by the Matchmaking Institute, United States (New York). She also currently sits on the Matchmaking Institute's Board of Professional and Certified Matchmakers.
- Violet is completing a Life Coaching Certification with the International Coach Academy and is a member of the International Coaching Federation.