

Match.com Timeline

- 1995** – Match.com is launched on April 21 by parent company Electric Classifieds, Inc., a brainchild of entrepreneur Gary Kremen. Cost of membership is \$9.95 per month, or \$60 a year.
- 1996** – By October, there are 100,000 registrations on Match.com.
- 1997** – Katherine Arce and Boyd Bullough become Match.com's 150th couple to walk down the aisle and take the vows of matrimony. CUC International Inc. acquires Match.com from Electric Classifieds, Inc.
- 1998** – Cost of membership for one month is \$12.95.
- 1999** – Match.com acquires One & Only Network, a leading provider of online matchmaking with a 130,000-member affiliate program. Cost of a membership for one month is \$16.95.
- 2000** – By the end of the year, there are 156,945 paying subscribers on Match.com.
- 2001** – Match.com partners with Internet giants AOL and MSN to bring online dating to the general public. Love@AOL and MSN Dating and Personals allowed a more diverse audience to gain access to Match.com. Cost of membership for one month is \$24.95.
- 2002** – Match.com launches internationally with the acquisition of Soulmates.com, making Match.com available in 40 countries.
- 2003** – Match.com re-launches their site, offering an array of new features and more intuitive navigation along with broadened dating opportunities. MatchMobile is launched in February, a wireless cross-carrier dating service that allows singles to search photo profiles, flirt and connect with other eligible singles – all through their mobile phones.
- 2004** – Success.match.com is launched to allow the millions of Match.com success couples a chance to share their story with other couples and singles alike.
- 2005** – Match.com celebrates its tenth year as the world's leading online dating and relationship company. Match.com launches Happen Magazine, the first online magazine focused exclusively on dating and relationships.

2006 – Match.com launches the MindFindBind program created with the help of Dr. Phil McGraw giving members access to the action-oriented, plain-talk dating and relationship insights of Dr. Phil. Chemistry.com is launched as a premium brand to Match.com.

2007 – Match debuted their “It’s OK to Look Campaign,” featuring real Match.com members. Chemistry.com launches the award-winning “Come as you are” campaign outing eHarmony’s rejection policies.

2008 – Despite the stock market crash, Match.com experienced their largest membership growth over the last seven years in November.

2009 – Match.com announces the sale of their European operations to Meetic and acquires People Media, a leading operator of targeted dating sites, from American Capital Ltd.. Match.com launches mobile application for iPhone and iPhone touch and Palm Pre.

2010 – In April 2010, Match.com celebrated its 15-year anniversary as world’s largest relationship company, now responsible for more dates, relationships and marriages than any other dating site. Cost of a membership for one month is \$34.99.

2011 - Match.com launches tender offer on the outstanding shares of Meetic S.A. This partnership results in one clear pan-European leader.

2012 - In May of 2012, Match introduced Stir Events. These are fun, low pressure events in every city across the US--from happy hours and bowling nights to wine tastings and cooking classes.

Match also kicked off engaging ways to get to know someone online through interactive games where our members can start a conversation to see if there is a spark before a first date.

2013 - Match.com turns 18 and remains the world’s largest dating site, with more dates, relationships and marriages than any other site. Now, people who join Match are 3X more likely to find a relationship than people who don’t join.

Stir Events celebrates its one-year anniversary in May, hosting over 2,850 events with over 225,000 attendees in its inaugural year.