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## **NetworkingMatch Launches Speed Dating for the Business World and Gives Trade Shows and Conferences a Brighter Future**

**BOSTON, Mass. – December 15, 2004** – Match Events, Inc., founder of 8minuteDating.com - the leader in speed dating, announces the launch of NetworkingMatch, a highly innovative and efficient way for business professionals to meet the right people at conferences, trade shows, business meetings, charity events, or social functions.

Building on its experience of hosting more than 3,000 singles events since 2001, the company is now applying its expertise toward helping business people efficiently meet one another. The patent pending NetworkingMatch system draws from the most relevant aspects of both in-person singles events and online dating websites to enable business people to optimize their chances of meeting the people who they want to meet, avoid those who they'd rather not meet, and then reconnect with individuals when there's potential for future business.

“NetworkingMatch provides a huge opportunity for Meeting Organizers to give attendees what they really want, and as a result, increase attendance for their current and future events,” says Tom Jaffee, CEO of Match Events. “The number one objective of most meeting attendees is to establish business contacts, and NetworkingMatch provides the best way ever devised to accomplish that goal.”

NetworkingMatch sessions typically last one to three hours, and during this time, participants rotate through a series of short one-on-one meetings. To optimize their networking experience, before the meeting, attendees are asked to create a “Networking Profile”, which provides pertinent information about themselves. These profiles become an online community for that meeting, which attendees can access before, during and after the meeting. Those who plan to participate in the NetworkingMatch session are then asked to submit their “Meeting Requests”, indicating who they would like to meet one-on-one, and who they would prefer not to meet with. Based on those requests, the NetworkingMatch system calculates an optimized “Meeting List” for each participant which is handed to those participants at the NetworkingMatch session. During each short meeting, participants are encouraged to quickly understand each other's needs and determine if a follow up meeting would be mutually beneficial.

Several organizations have already incorporated NetworkingMatch's services into their meetings. Mary Beth Rebedeau, Executive Director of the Society of Independent Show Organizers, says, “I highly recommend NetworkingMatch.com. We used their innovative system recently at a new conference and the energy and the buzz that the system created was highly touted by the participants (and it was also delightful to watch.) Finally, participants can make the right

connections in an organized way, which is key to the success of any conference.” Geoff Garinger of Yahoo!, who participated in a NetworkingMatch event concurs, “I’ve been to lots of conferences and this is the most effective networking event I’ve ever been to.” And Mike Raskin, President of the World Entrepreneur Organization, Seattle Chapter, stated, “NetworkingMatch was the highlight of our two day conference. We wanted our members to get to know each other better than ever before and NetworkingMatch did a fantastic job at that.”

The NetworkingMatch.com website provides more information about the service and how any meeting organizer can set up NetworkingMatch at their events.

NetworkingMatch is a division of Match Events, Inc. Founded by CEO Tom Jaffee in 2001, the company’s 8minuteDating.com division is the leader in speed dating events, having hosted more than 3000 events in 70 cities across the U.S. and abroad. 8minuteDating events have been featured on NBC’s Today Show, Fox News, Entrepreneur Magazine, USA Today and many other television shows and publications. The company is headquartered in Boston, Mass. The NetworkingMatch system is patent pending. For more information, email [info@NetworkingMatch.com](mailto:info@NetworkingMatch.com) or visit [www.NetworkingMatch.com](http://www.NetworkingMatch.com).

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