

GMG RADIO FINDS A SOULMATE IN G8WAVE

Launch of new dating service helps local people find love

GMG Radio Holdings, owner of the Smooth, Real and Century brands, has recently launched a new dating service across 11 of its stations nationwide.

The fully-branded service, Real Soulmates - or Smooth Soulmates, depending on the station – is run by London-based dating experts g8wave and allows its members to search for, and interact with, like-minded people in their area through online ads or via their mobile.

Recruitment to the service is being encouraged via a significant on-air ad campaign across all the stations, inviting listeners to text a memorable keyword to receive the freephone registration number.

It's also being promoted on the stations' individual websites with a click-through to a white-label site, carrying that station's branding.

Mark Challinor, MD of g8wave, said

“The wide, combined national reach of GMG Radio's family of stations means that our, already substantial, membership base will grow considerably, allowing more people to find more relevant – and local – matches.

GMG's commitment to promoting the service is already paying dividends. Hundreds of new members are on-board and that number is continuing to rise.”

Richard Lucas, Acting Deputy Digital Director at GMG Radio, said

“The main appeal of g8wave's dating service is that it allows us to brand the property as our own. From the websites to the phone scripts, it's all about the stations. We know our listeners trust our brands and the increasing number of registrations is testament to that.”

GMG Radio is the latest addition to the portfolio of dating services that g8wave runs for other media groups in the UK, which include Associated Newspapers' Evening Standard and London Lite, the Kent Messenger Group's newspapers and radio stations, Friday Ad magazines, UTV Radio and Tindle Radio.

For more information or to arrange an interview, please contact Simon Judges on 020 7619 8831 / 07870 670416 or on simon@g8wave.co.uk

Note to editors:

g8wave is an integrated mobile media company with offices in London and Boston and was created by the 40-year-old Phoenix Media / Communications Group, an entrepreneurial, converged media organization, based in Boston, with interests in publishing, radio, printing, Internet, audiotext and mobile.

One of the first companies to be granted direct gateway relationships with the UK's mobile carriers, g8wave leads the way in the planning, creation, and execution of effective mobile marketing campaigns, branded community applications and content distribution strategies with extensive expertise in the media, music and entertainment industries.

The company currently provides mobile solutions to a wide range of media and consumer brands including Associated Newspapers, Johnston Press, Metallica, Showcase Cinemas, Hello! Magazine, Toni and Guy, Friday Ad, the Kent Messenger Group, and many others.