

NEW ROMANCE FOR NEWSQUEST Publisher picks g8wave's platform for dating service

Newsquest Media Group, publisher of The Herald in Glasgow, The Argus in Brighton and the Oxford Mail, is radically revamping its dating service.

From August 1st, "Two's Company", promoted in the group's 17 daily titles and over 200 weekly newspapers nationwide, and supported by its network of 160 local and portal websites, will be powered by the UK's only fully-integrated 360° dating platform.

Run entirely in house by London-based dating experts g8wave, the service will allow its members to search for, and interact with, like-minded people in their area through in-paper and online ads or via their mobile.

A thorough independent audit of g8wave's services was undertaken at the end of last year and Newsquest awarded the new contract on the basis of its findings.

Barry Lester, Newsquest's Group Head of Mobile and Telephony, said:

"g8wave's unique integrated approach means that our readers will very quickly see their ads appear in our newspapers and online. As a result, the level of interaction will increase almost immediately, especially with the mobile text element, and we're looking forward to seeing the uplift in revenue that this will bring."

Mark Challinor, MD of g8wave, added:

"Newsquest's wide range of local media brands – with over 13 million readers and 6 million unique users online – will greatly build our, already substantial, membership base, which will allow more people to find more relevant matches who, importantly, are local to them."

Newsquest is the latest addition to the portfolio of dating services that g8wave runs for other media groups in the UK, which include GMG Radio's Smooth and Real stations, 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 GMG Radio, Johnston Press, Express Newspapers, Metallica, Showcase Cinemas, Hello! Magazine, Toni and Guy, Friday Ad, the Kent Messenger Group, and many others.