

**LOVE AT FIRST CLICK**  
*Why More Singles Look for Romance Online*

It seems that, despite (or perhaps because of) tough economic times, people are seeking out romantic relationships and asking their computer to play matchmaker. Data reveals that each month over millions of people visit online dating websites; and that number has been increasing rapidly. In the fourth quarter of 2008, membership at *PerfectMatch* reportedly grew by approximately 50 percent. Similar sites like eHarmony, Plentyoffish.com, Match.com and OKcupid.com have experienced a similar increase.

Tyler Stauss, an Online Consumer Specialist for PromotionalCodes.com, says that he's seen a steady increase in the use of promotional codes for dating sites. January to February 2009 sales were up 53 percent from November to December 2008 numbers. Particularly popular, he adds, is a code for eHarmony.com which offers \$40 off a 12-month subscription. Stauss says the post-holiday season typically sees an increase in traffic for online dating sites, especially around Valentine's Day.

In addition to the holiday factor mentioned by Stauss, experts predict online dating participation will continue to rise at a faster rate than normal due to the current economic recession. Although financial stress may cause people to seek comfort in a partner, it also causes those looking for love to be weary of the many costs involved in traditional dating (transportation, dinner, drinks, event tickets, impressive 'first-date' outfits etc.). With e-Dating, singles can save money by staying in and finding romance online. In fact, eHarmony's website points out that despite the monthly fee required, members will save money on all the expenses on dating incompatible people. With their in-depth personality quizzes, members will find a better match by searching eHarmony for a fitting partner.

Of course, you can't put a price on love. While the recession did bring a boom to the online dating market, the practice has been popular for years and will most likely continue to thrive in an even more stable economy.

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*PromotionalCodes.com, a project of SurfMyAds.com, Inc., is an online shopping website that works with nearly 8,000 retailers and provides thousands of free online coupons and promotional codes from top brand-names like Macy's, Target, Home Depot, Travelocity, Dell and more. SurfMyAds.com Inc., developed by a team of young professionals in 2006 in Santa Barbara, CA, specializes in creating high-level web based projects. In addition to PromotionalCodes.com, SurfMyAds.com features additional savings on leading brands offered through CouponWinner.com and runs a UK-based discount shopping site, [www.Codes.co.uk](http://www.Codes.co.uk). For more information, visit [www.PromotionalCodes.com](http://www.PromotionalCodes.com), [www.CouponWinner.com](http://www.CouponWinner.com) or [www.SurfMyAds.com](http://www.SurfMyAds.com).*