

Direct-soir.com®

L'amour en affaires/Love affaires

Paris/New York/London — 20 april 2006

Direct-soir.com® has demonstrated today its matchmaking website dedicated to young professionals of the world of business. Business bankers, lawyers, traders, finance analysts, investors, auditors, strategy consultants, company executives... a career-minded and trendy youth... but so desperately single!

“We wanted to offer a setting voluptuous and full of grace, propitious to meeting the soul mate or enlarging one’s circle of friends, in an appropriate cultural and social environment, without forgetting the necessary social networking. Unlike “settle down” websites and evening parties, devoid of charm and buzz, we focused on allowing our members to enjoy themselves during live rendezvous evenings (7 men and 7 women, 7 minutes face to face for each couple), liven up by an initiation to enology or fine wine tasting. Those live meetings are either the result of previous contact through our website, or the best way to remain natural and let charm alone act during the first eye contact...”

Leaving clues for the soul mate — “my profile”

Members can leave for free their “my profile” personal information on the Direct-soir.com® online website. The information is available to other members, and the soul mate is thus not going to be missed even while one is not connected to the website. A choice of upgradable pass-cards (L business — Ivory to Platinum) give access to many benefits (free invitation to Direct-soir.com® evenings, week-ends for 2 in European palaces...), as well as many opportunities to refine one’s search for the soul mate and stay in contact.

Enology-themed rendezvous evenings... to break the ice

Direct-soir.com® evening events brings to life this face-to-face encounter, when 7 men and 7 women, from the same business world background, meet for 7 minutes per couple, in a charming and convivial setting where fine wine tasting is just a pretext to break the ice... If two members both tell our organizers through their score cards that they would like to meet again, we send them by e-mail their full contact informations.

An international business and dating circle, to be joined through co-optation

This “bizgirls and bizguys” community relies on the business triptych: New York — London — Paris. When members of the Direct-soir.com® community visit one of the two other cities, they are welcome as guest stars to our evening events simply by showing their L business card. It is not possible to register on Direct-soir.com, only co-optation allows to become a member of this young business and dating circle.

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