

## **For Immediate Release**

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## **Major Upgrade on Anastasia's Online Dating Portal**

### **Play the Game of Love**

**January 20, 2011 – Bangor, Maine – AnastasiaDate.com**, the Eastern European arm of online dating leader Anastasia International which brings western men together with women from around the globe, today announced a major upgrade to its web portal. Just launched on AnastasiaDate.com's site is a new, interactive online entertainment package dubbed 'Live Games' designed to be played real time between guy and gal members.

Created as an additional plane of interaction to boost romantic interests, the initial release is comprised of *Tic Tac Toe* and *8 Ball*, soon to be followed by a release of *Battleship* and *Penalty*. Gentlemen members can access the game console after logging in and opening the Live Chat window on Anastasia. There they select a game to play from the assortment of *Live Games* icons, then choose a partner by inserting a lady's ID number, or by choosing from a neatly designed *Live Chat Contact List* of ladies the member has communicated with on-site via email, Live Chat or has added to his favorites list himself. The newly revamped Contact List also contains a field where members can keep notes on their Chats with any lady. Once the online object of his desire is contacted and consents to play, the game console is activated and off they go.

Spawned from the resurgent popularity of games designed to be played on mobile phones, Anastasia's new games inventory is familiar from laptop applications and game consoles, and are now available live in real time through Anastasia. Entrepreneurs involved in the increasingly competitive online dating sector face daily challenges to acquire and keep users. The movement towards innovation and providing options for the user points to the integration of social networking tools as evident by the new additions at Anastasia.

The online dating industry itself has recently experienced unprecedented growth and transformation evidenced by the tone of several articles by major journals such as *Time*, *Bloomberg/Newsweek*, *The Economist* and others. Following this, the internet and companies like Anastasia now more than ever bring the online dating experience alive with more transparency and interaction.

### **ABOUT ANASTASIA**

Founded in 1993, Anastasia is the industry's leading International Introduction and Romance Tour Company bringing Western men together with women from Russia & CIS, Asia, Latin America and Africa for dating and marriage. Anastasia sites count over 150 million online visitors yearly and over 2.5 million letters exchanged onsite daily. Anastasia has been featured on numerous media outlets including: *48 Hours*, *The Daily Show*, *The Howard Stern Show*, and *Jennie Jones*, and has been the subject of news features on ABC, CBS, NBC, FOX, CNN, the BBC. Anastasia has also appeared in publications such as *Forbes*, *Playboy*, *Variety*, *Market Watch*, *Reuters* and *The Los Angeles Times*. Of late, Anastasia has been the subject of a documentary segment shot in Odessa, Ukraine by Bob Saget for A&E Network. News and features about Anastasia have been broadcast in many countries including the U.S., Japan, Germany, The Netherlands, France, Italy, Switzerland, Brazil, Turkey and Australia. To learn more about Anastasia visit [www.anastasiasites.com](http://www.anastasiasites.com).