

REDHOTPIE 2007 MEDIA KIT

AUSTRALIA and the UK'S HOTTEST ONLINE DATING COMMUNITY

www.redhotpie.com.au

www.redhotpie.co.uk

ABN: 50 102 421 590



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What is RedHotPie?

Founded in 2002, RedHotPie is now Australia and the UK's hottest online dating community for guys, girls and couples. With its major demographic of 18 – 35 year olds but not at the exclusion of those above this age demographic, nascent operations began in Perth, Western Australia and within six months rocketed to 20,000 members. RedHotPie is still Western Australian based, controlling international operations & events from its Perth office. Now boasting member listings in the millions and numbers continuing to increase daily, RedHotPie continues to gain further marketplace awareness within the online dating and the social networking scene in Australia and the UK.

Since its first TV commercial in 2005, RedHotPie has had massive growth to become one of Australia's top four dating sites (Source: Hitwise, lifestyle dating category result April 07). Up there with sites such as RSVP, Lavalife and Gaydar, it shies away from the traditional dating site template by including community style interactive features to keep its members' entertained. Its role as a conduit for like-minded adults to meet others is second to none. Launching into the UK on 1st August 2007 RedHotPie.co.uk has quickly gathered many members and friends with its vibrant online community.

The site itself is divided into two vibrant and active sections which operate under the RedHotPie brand.

Singles Dating - is for girls and guys looking to meet friends, find romance or start a relationship.

Uncut - is casual dating for couples and singles, it features adult webcam chat rooms, topical forum discussions, Australia's sexiest parties and events guide and erotic stories and articles to entice. Over the years RedHotPie has built up its name with national TV commercials, online advertising, features and advertising in national magazines i.e. Cleo, Ralph and New Woman, as well as a large exhibition presence around Australia. In its future, RedHotPie is set for an aggressive geographical expansion with the UK infiltration at the forefront. Other European markets and the rest of the world are also being targeted as business growth possibilities. With its current momentum RedHotPie will continue to skyrocket as it has a firm reputation for being a fun, entertaining and interactive website for everyone over the age of 18.



Some of RedHotPie's Online Features



DATING

- 100s of 1000s of member profiles with photos
- Datefinder: exclusive to RHP, narrow your search to find that special someone
- Personal contact details
- Messaging and flirts
- Video introduction message
- Members "fess up" stories
- User polls on dating, love, romance and relationships
- Articles on dating and relationships, book and movie reviews and general lifestyle content
- Phone and photo verification so members know who they are chatting to
- Printable intro card for RHP parties and events
- Competitions
- Webcam chat
- Comprehensive parties and events guide for singles
- Interactive forums

UNCUT

- 1000s upon 1000s of member profiles with photos
- Personal contact details
- Messaging and flirts
- Video introduction message
- Saucy forums for couples and singles
- Hot webcam chat
- Phone and photo verification for that extra bit of security
- User polls on sex and related topics
- Articles on sexy stuff and related topics as well as quirky yet sexy news from around the world
- Erotic stories written by our members
- Competitions
- The most comprehensive parties and events guide for couples and singles looking to mingle
- Members tell all their juicy stories in 'Tell Tales'
- Movie and book reviews
- Datefinder: exclusive to RHP
- Hot amateur pics uploaded by our members



Membership Levels

Uncut Membership Levels

	Guest	Premium	PremPlus	Platinum
Daily Messages	0	5	20	30
Daily Flirts	3	10	20	30
Replies to Flirts & Messages	Unlimited	Unlimited	Unlimited	Unlimited
Access to Webcam Chat	No	Yes	Yes	Yes
Request private chats	No	No	Yes	Yes
View members' listed contact details	No	No	Yes	Yes
Access to Red Hot Pics	No	Yes	Yes	Yes
Access to Erotic Stories	No	Yes	Yes	Yes
Search listing priority	Lowest	Third	Second	Priority
Guests can message	No	No	No	Yes
Guests can view listed contact details	No	No	No	Yes

Dating is based on a credit purchase system

	Credits
Flirts	Free
Message Flirts	2
Messages	5
View members' listed phone number	5
Access to Chat Club	5
Webcam Chat Day Pass	20
Premium Webcam Chat Day Pass	30



RedHotPie Parties and Events



RHP Events holds a number of parties to cater to singles and couples all around Australia. The site itself has a parties and events section where members and organisations can promote their events. This sees a surge of interaction and networking offline with members mingling with one another in sophisticated yet casual atmospheres.

AUSTRALIA

- [RHP Drinks](#) - VIC
- [Flaunt Party](#) - NSW
- [Lotus Lounge](#) - NSW
- [Inner Circle](#) - WA, NSW, SA, VIC, QLD
- [Prima Nocta](#) - NSW
- [Befunbewild](#) – NSW
- [Couples International](#) - QLD

UNITED KINGDOM

- [RHP Drinks](#) - LONDON



RedHotPie's Celebrity Date Doctors

RedHotPie has the delightful **Bessie Bardot** and her husband **Geoff Barker** onboard the RedHotPie promo machine. This dynamic duo has taken on the role of resident 'date doctors' on RedHotPie, sharing their expertise and advice on relationships and the opposite sex.

Both Bessie and Geoff are best-selling authors ("Bessie's Guide For Girls Who Want More From Life" and "What's On a Man's Mind: What every woman needs to know") as well as radio and TV personalities. You may have heard them on the Austereo network right around Australia or seen them on A Current Affair, Today Tonight and Sunrise. The pair even host the smash hit TV show on Arena called 'Erotic Star' which rated through the roof in Australia and the UK.

As relationship experts they have advised and written articles for many magazines such as Cosmo, FHM and Penthouse. They now offer their exclusive insights to RHP members in a monthly column, talk back and question segments.

Bessie and Geoff's column can be found in RedHotPie's Community section. They are also featured in the newest RedHotPie TV commercials as well as adding expert comments to press releases. The pair are credible, hard working individuals who are a welcome addition to the RedHotPie team.



What members have to say about RedHotPie!

SusienSmash – I decided to become an upgraded member in Sept '06. As a result of this after getting a great many messages and flirts, one had an attraction to it. We met and started a casual relationship that escalated within one month and moving in together was the answer. Now we are planning our future and marriage is a definite.

Violetlee - I have recently become engaged ... your site is wonderful.

Spunkybike79 - To think that I would meet my partner on a site like this still gives me giggles. I got on here looking for a bit of fun but found a whole lot more. To those who say it never happens; Go in with an open mind, you'll be surprised what you find.

41lotsafun - I would just like to say I have made some great friends on RHP some whom will definitely be life long. I have also met the man of my dreams, he is the one I have been looking for all my life. Thank you RHP.

KuRiAs_2 - RHP is awesome... I have met some amazing people off here but most of all I met a fantastic man which I now call my boyfriend. We exchanged details on here and spoke for about a month before he finally convinced me to meet him. We have been together for two months now, going very strong and have now joined as a couple hoping to meet other happy couples just like us. Thanks RHP, without you I never would have met him.

30s - As long time users of RHP, we would like to congratulate you on the service you provide. Your site has provided us with the opportunity to meet some fantastic people.

Tisha23 - I have to say RHP was the first dating website I have ever been on. After being on it for two weeks I met the most amazing guy, we are in a relationship and have been for seven months now. We are talking about the future. He is my soul mate and I thank everyone at and on RHP.



RedHotPie's Monthly Online Publication



RedHotPie has two sassy newsletters available for public consumption but specifically catering to its members. The uncut newsletter goes out the second Tuesday of every month. The dating newsletter is sent out on the third Tuesday of every month.

The uncut newsletter explores the saucy happenings in RHP world. It consists of sexy stories, erotic anecdotes, information about the monthly hot amateur pic awards as well as the latest features of RedHotPie and events held by RHP and its party partners.

The dating newsletter features information on competitions, the latest features on RedHotPie, monthly parties and events and articles on dating, love and romance.

The newsletter is designed to keep regular and casual members informed about the latest updates with RedHotPie. The newsletter is a great avenue to discuss competitions and information that benefits both RedHotPie, its affiliates, party partners and those who have a firm relationship with one of Australia's premier dating communities.



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