



Press Kit

Australia's

SEXIEST

Online Dating Community

www.redhotpie.com.au



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RedHotPie: The Story So Far

Let me tell you a story friends, it's about a sexy little internet site that grew from humble beginnings to become Australia's sexiest online dating community for guys, girls and couples. The site was RedHotPie.com.au and amongst the orgasmic moans and groans, that name can now be heard in clubs, pubs, parties and bedrooms all around the world.

RedHotPie is about flaunting convention; the norms are smashed and daring is embraced. The Pie offices are perched squarely on the cutting edge and the door is always open to their beloved members; but let's fire up the Delorean and head back to the start.

It all began back in 2002 and it was a different time; we surfed the information hwy at a dizzying 56kbps, Big Brother was a ratings hit, Britney was hot, and on the West Coast of Australia two lifestyle visionaries were about to unleash an online phenomenon.

RedHotPie founders and CEOs, Max McGuire and Mark Semaan charged themselves with the task of overhauling the online dating game. Gone would be the stale personals sections, the messaging services and the uncertainty of what amounted to blind dates. Instead, RedHotPie would bring the country's sexy singles and couples together in a new medium that would attract 20,000 member listings in the first six months alone.

Today RedHotPie oversees operations around Australia and the globe. It ranks among peers such as FHM, Cleo, Perez Hilton and Zoo as one of the most recognisable young brands in modern Australian culture and it deals in some crazy volumes. Currently RHP has over 2.8 million member listings; it serves over 600 million pages each year and attracts over 1.6 million unique visitors a month. However you cut it, that's one mamajama of a Pie!

So what's so awesome about RedHotPie? Well imagine your favourite online communities with the sexy turned up to eleven! That's what we're all about in Pie Land, and with the features on offer it's no wonder the numbers are going up faster than Hef's Viagra bill! We're talking seriously fun stuff including webchat, live member forums, amateur pics, Date Finder, competitions, Date Doctors, messaging, flirting, parties and events guides, polls, news and entertainment articles, celeb interviews, monthly newsletters and a whole lot more.



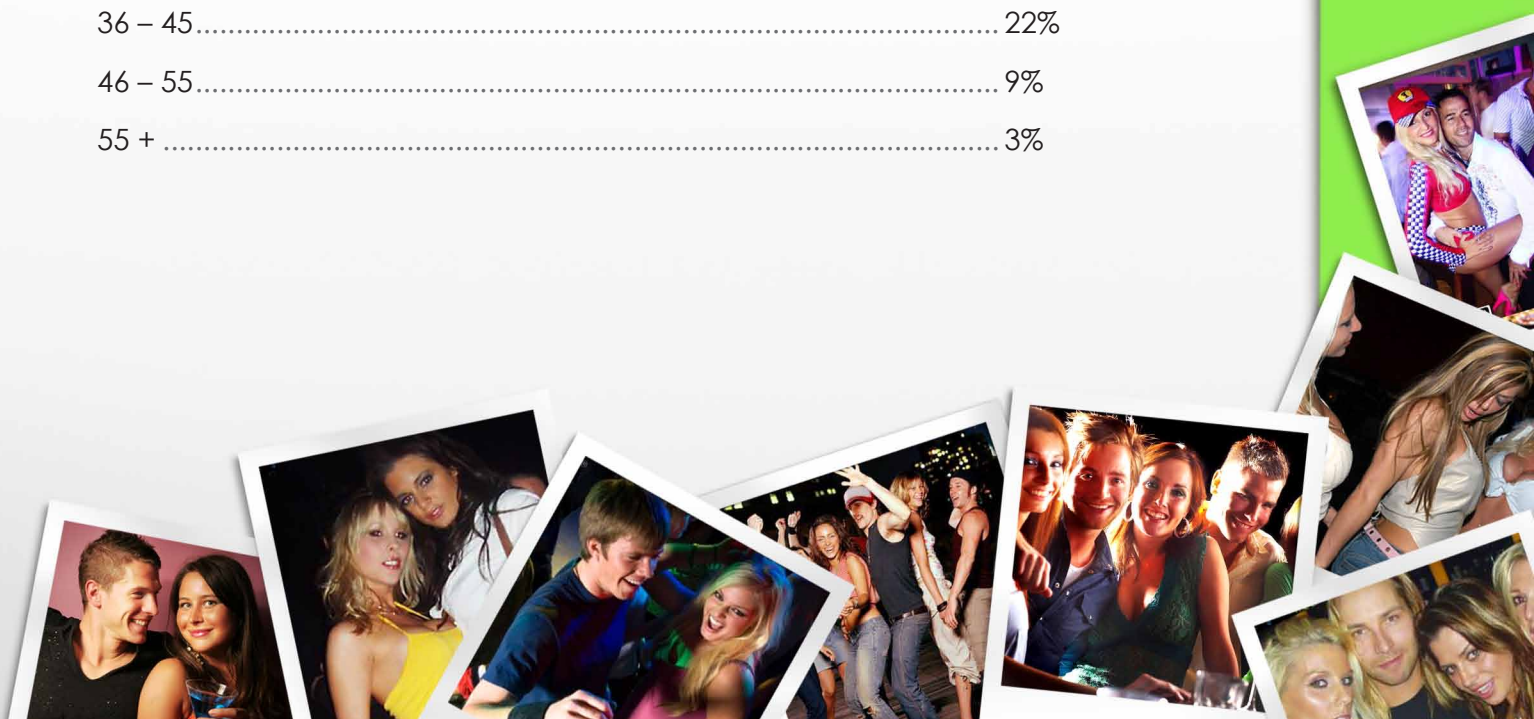
Saucy Stats

RedHotPie member location breakdown

State	Listings
New South Wales	29%
Victoria	24%
Queensland	21%
Western Australia	15%
South Australia	6%
Australian Capital Territory	2%
Tasmania	2%
Northern Territory	1%

RedHotPie member age breakdown

Age group	Listings
18 – 25	28%
26 – 35	38%
36 – 45	22%
46 – 55	9%
55 +	3%



RHP Features

We've worked out that if you wanna get, you gotta give! So, living by our credo we've jammed a truckload of features into RedHotPie to put us light years ahead of the field. When it comes to user-site interaction and feature functionality we can't stand resting on our laurels, in fact we hate our laurels! Our crack team of web designers and developers are constantly striving to bring members new and interesting ways in which to engage with RedHotPie and most importantly each other. Here are a few of the reasons people have been flocking to RHP.

Features list:

- National Data Base of member profiles with contact details and photos
- Messaging and Flirts
- Date Finder
- Amateur Pics uploaded by members
- Hottie Of The Year Awards
- Slice: The Monthly RedHotPie Newsletter
- User Forums
- Hot Webcam Chat
- Phone and Photo Verification for added security
- Member Validations: rate members you meet
- User Polls on sex, love, dating etc
- Sex Secrets: juicy tales, submitted by members
- Events and Party Listings
- News Articles on all things sexy
- Competitions giving away everything from concert tickets to scooters
- Movie, Music DVD and Book Reviews
- Erotic Tales written by our members
- Video Introduction Messages
- Advanced Search Options
- Date Doctors: advice, articles and videos
- Vox Pop Videos
- Testimonials
- Friends Lists
- Hot Lists
- Horoscopes



RHP Memberships

Like any business we need to make some green to buy our loved ones shiny things, but we're all about giving value for money! In fact we allow members to join and use the majority of the site for free! That's right; wanna come take a squiz at our Hot Pics section - it's on us. Feel like checking out a few of the Date Doctor videos - go right ahead.

We believe that if a product works and works well people will be happy to pay for it, accordingly, the paid RedHotPie memberships fly off the shelf like hotcakes.

The following RHP memberships are available to those wanting to join the party proper:

Guest
Premium
Premium Plus
Platinum

Below is some information on a few RHP features that are determined by membership level.

Status	Guest	Premium	Premium Plus	Platinum
Daily Messages	0	5	20	50
Daily Flirts	Unlimited	Unlimited	Unlimited	Unlimited
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



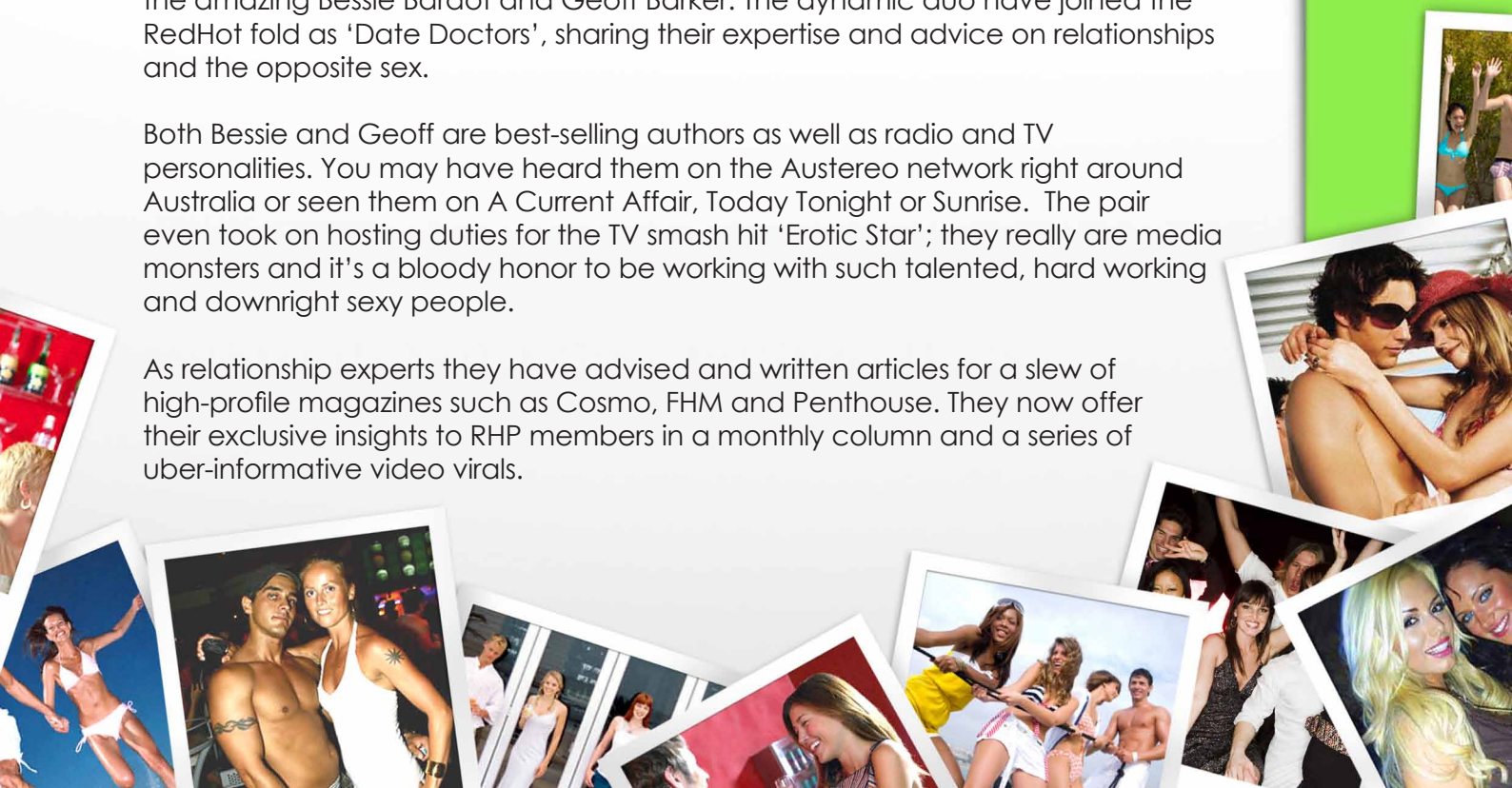
RedHotPie's celebrity Date Doctors: Geoff Barker and Bessie Bardot



When you operate the hottest website in the country, it's quite imperative that you have the hottest talent fronting it, so we got on the blower and roped in the amazing Bessie Bardot and Geoff Barker. The dynamic duo have joined the RedHot fold as 'Date Doctors', sharing their expertise and advice on relationships and the opposite sex.

Both Bessie and Geoff are best-selling authors 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 or Sunrise. The pair even took on hosting duties for the TV smash hit 'Erotic Star'; they really are media monsters and it's a bloody honor to be working with such talented, hard working and downright sexy people.

As relationship experts they have advised and written articles for a slew of high-profile magazines such as Cosmo, FHM and Penthouse. They now offer their exclusive insights to RHP members in a monthly column and a series of uber-informative video virals.

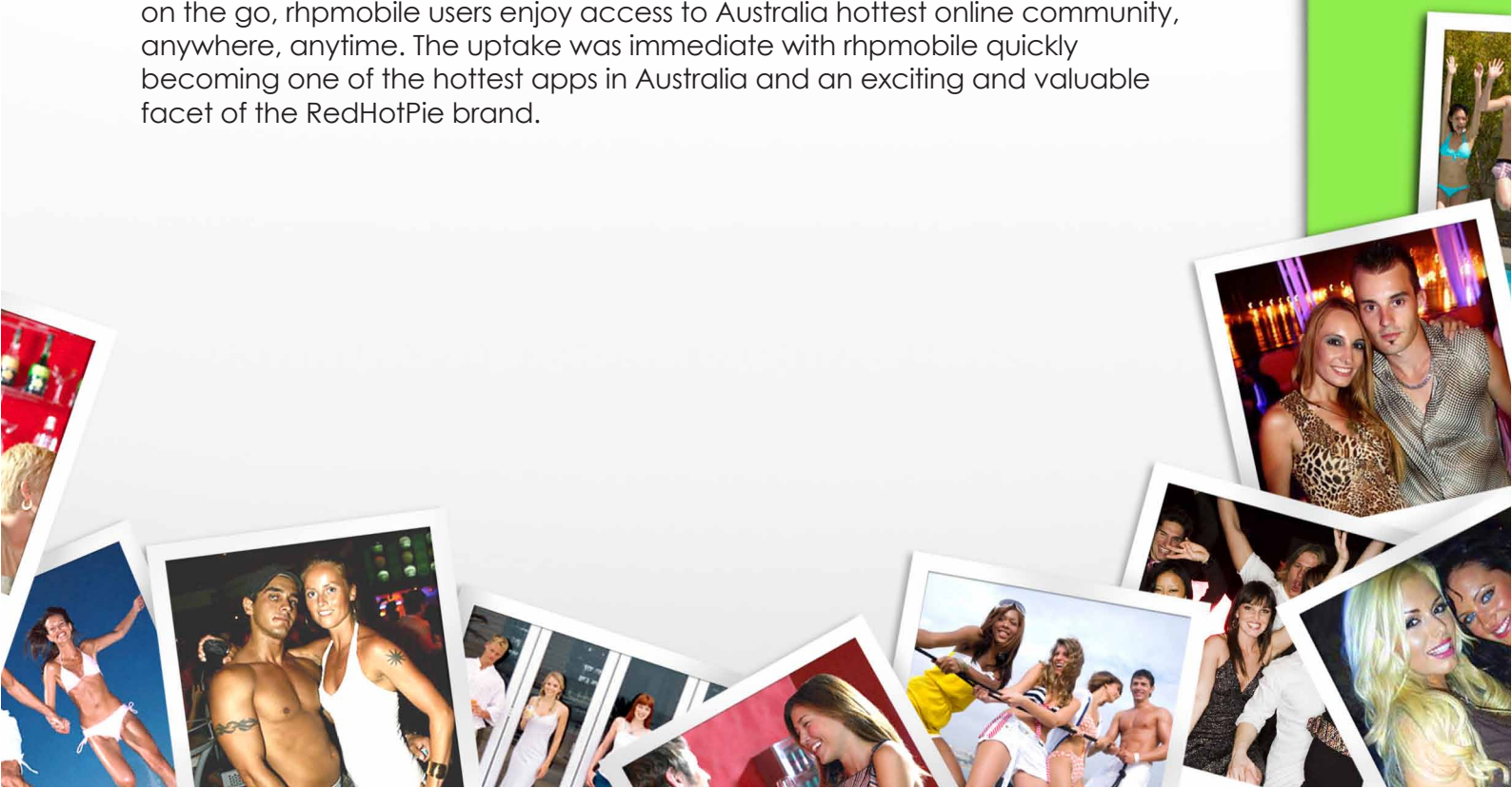


rhpmobile

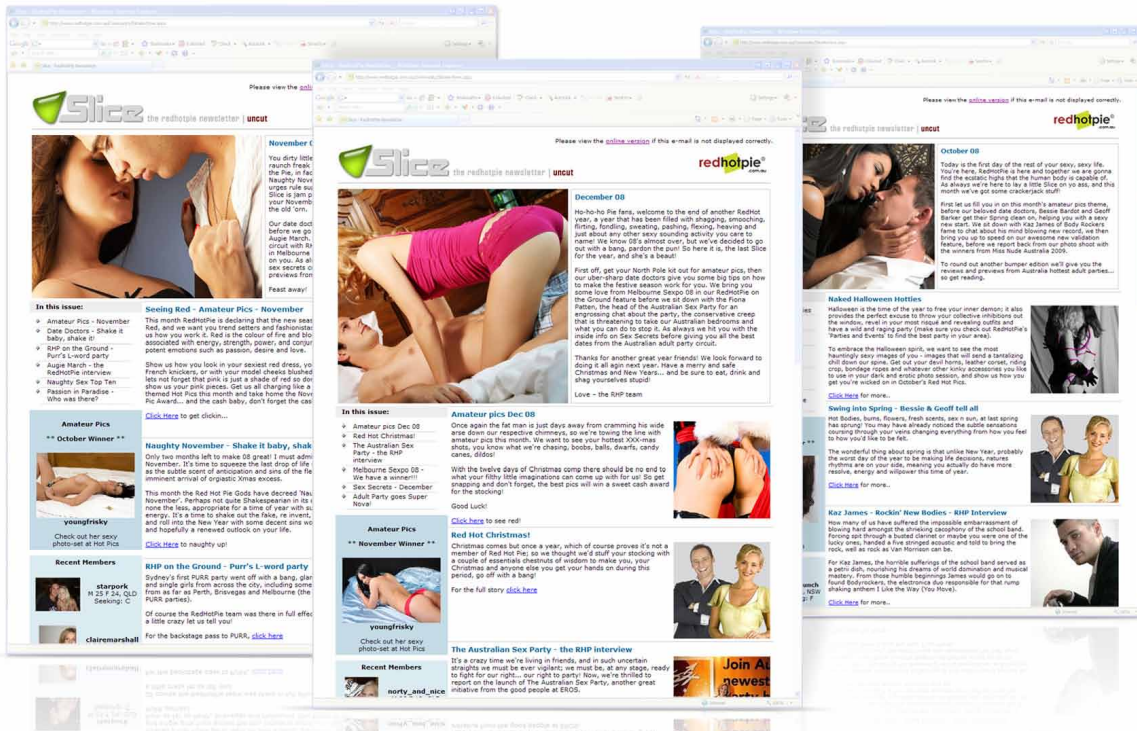


After conquering the world of online dating, RedHotPie went mobile in 2011 with its super sexy rhpmobile app.

Offering users the best features of RedHotPie and the convenience of flirty fun on the go, rhpmobile users enjoy access to Australia's hottest online community, anywhere, anytime. The uptake was immediate with rhpmobile quickly becoming one of the hottest apps in Australia and an exciting and valuable facet of the RedHotPie brand.



Slice – The RedHotPie newsletter



What's better than having a sexy tool like RedHotPie at your disposal? All the articles, the polls, the members stories, the Date Doctors and so forth... Well how about a monthly newsletter that showcases the month's hottest content delivered straight to your inbox?!

Slice is RedHotPie's monthly newsletter, a sexy, colourful collection of the month's hottest bits and pieces from across Pie Land. Not only is Slice available to members of RHP, the general public are free to rock into the Slice Archive section on the site and peruse any and all editions!

It's like concentrated Pie... strong, tasty and very addictive!



RHP Party Partners

You know what they say, "Behind every great Pie there's a baker and a team of tasters"... they say that right? Well if they don't they should because while the team here at RedHotPie keep Australia's greatest dating site firing, we have a collection of great parties and events partners around Australia that fly the RHP flag on a weekly basis, ensuring the RedHotPie brand is associated with fun, sexy times from Bunbury to Rockhampton and everywhere in between. Get along to some of the events held by our infinitely talented party partners and you'll get some RHP love, from the scorching Pie promo girls, to the complimentary champagne bars to the special RHP member entry discounts. All great reasons to party with us!

Here are a few of our favourite party people:



RHP Party Partners



Promotional partners

If smashing the boundaries of online dating wasn't enough, we've embarked on a free stuff campaign to load up members with scooters, movie tickets, concert packages and whatever else our promotions team can talk their corporate friends out of! It must be said that the RedHotPie promotional partners are like 6,000 Santa's on steroids, it's just raining gifts constantly. You can't move on RedHotPie.com.au without falling arse backwards into free freebies... truly, try it.

Here are a few of the fantastic folk who help us lavish our members with awesome prizes:



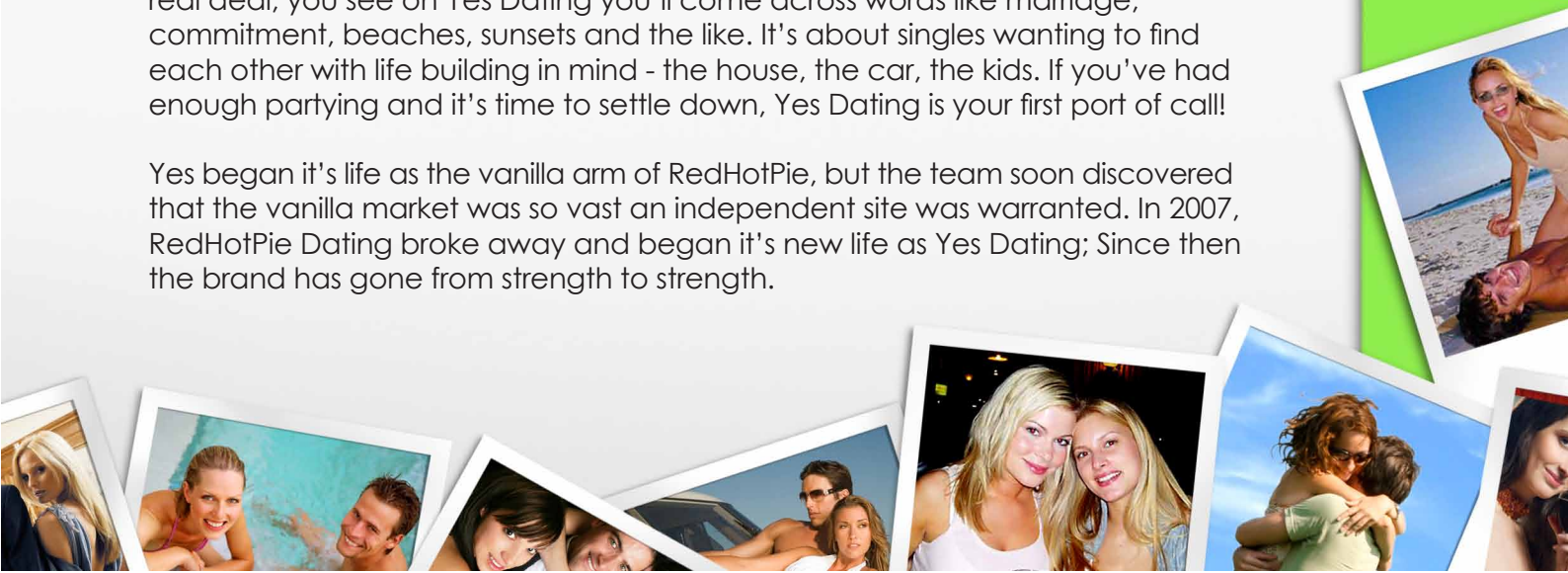
RedHotPie's Vanilla Dating Partner



The RedHotPie team are aware that not every Australian is an out and out sex machine, some people are a little more reserved in their search for lust and love, hell some don't even care for the lust, which is why RedHotPie has created Yes Dating, the more reserved sister site to RedHotPie.

Yes Dating is Australia's premiere vanilla dating site for those wanting the real deal; you see on Yes Dating you'll come across words like marriage, commitment, beaches, sunsets and the like. It's about singles wanting to find each other with life building in mind - the house, the car, the kids. If you've had enough partying and it's time to settle down, Yes Dating is your first port of call!

Yes began it's life as the vanilla arm of RedHotPie, but the team soon discovered that the vanilla market was so vast an independent site was warranted. In 2007, RedHotPie Dating broke away and began it's new life as Yes Dating; Since then the brand has gone from strength to strength.



RedHotPie Testimonials

If you've read this far you're probably over our telling you how unbelievably cool RedHotPie.com.au is, but why take our word for it?!? We're getting constant feedback at the Pie and it's how we know things are going to plan. You see we're happiest when making others happy and as you can see below... there's a lot of joy springing from the RedHot fountain!

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.

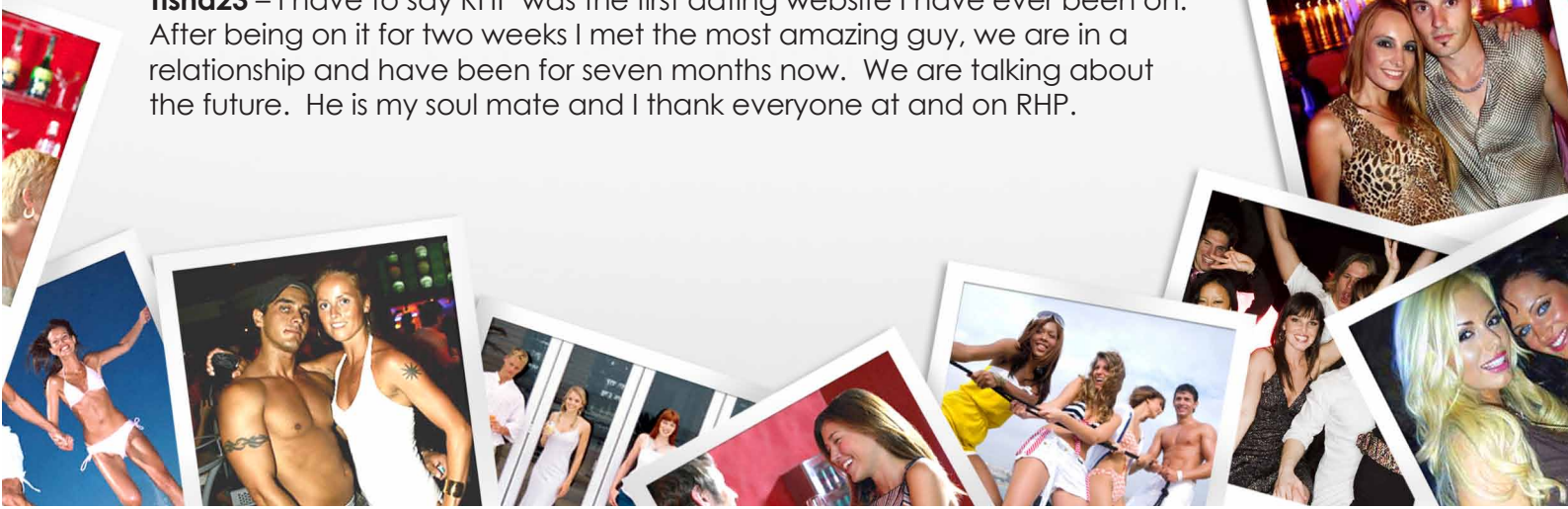
Spunkybike79 – To think that I would meet my partner on a site like this still gives me giggles. I got on here looking for a bit of fun but found a whole lot more. To those who say it never happens; go in with an open mind, you'll be surprised what you find.

41lotsafun – I would just like to say I have made some great friends on RHP, some of 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 whom 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.





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