

EasyDate proves to be an active mobile dating player

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EasyDate continues to add value to their current mobile dating ([link to Date the UK](#)) services throughout their portfolio of dating sites. Members of the EasyDate sites can now upload pictures to their profiles via MMS; all they have to do is send their picture from their mobile phones to a designated number and the picture is then added to their dating profile. The service was first launched via [www.datetheuk.com](#) and has now become an available feature on most of the EasyDate websites.

Max Polyakov, Managing Director of EasyDate, commented: 'YouCanGetMe.com and DatetheUK.com are clear examples of our aim to address the increasing demand of mobile services on sites like ours. The response to our MMS upload feature has been fantastic and we will continue enhancing our services to strengthen our position in the market as a leading mobile dating ([link to Date the UK](#)) player in the UK and Europe-

A WAP service was recently launched on [www.youcangetme.com](#). This service enables singles to access the site using their mobile phone whilst taking advantage of a free wap search facility. Singles enjoy the easiness that mobile dating ([link to YouCanGetMe](#)) provides and EasyDate is definitely making sure their members have access to features that suit their lifestyles. The EasyDate WAP service is powered by Mobi-Date, a product of IDE Group Ltd.

The development of a WAP version for the rest of the EasyDate sites is underway and further mobile dating ([link to YouCanGetMe](#)) services will be added to the portfolio in the near future, including mobile blogging and other user generated content.

EasyDate members can still access the services from their PCs but they can also decide to date using their mobile phone, which means they can take their dating adventures wherever they go. EasyDate is increasing the level of freedom that singles have when looking for a partner, friendship, romance or a little bit of fun.

And it's not only EasyDate's members who benefit from the mobile services, the company also offers the mobile dating services to their white label partners to help them diversify their offerings and increase their revenue potential. Mobile has become an extremely powerful tool in terms of monetizing a customer base and EasyDate continues to extend the array of mobile services available to their partners.

Easydate Ltd is an Edinburgh-based online dating agency with a network of dating sites including the well known [www.DatetheUK.com](#) and [www.youcangetme.com](#). The company's flagship site, [DatetheUK.com](#) was launched initially in 2002 and has built up an impressive membership of almost 1 million UK singles.