



News Release
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eHarmony.com Surpasses the Million Milestone

Innovative Website Transforms the Unpredictable Art of Matchmaking Into a Science

PASADENA—Less than three years after its launch, one million singles around the world have registered with eHarmony.com and completed an in-depth questionnaire to find a compatible match. Approximately 700 couples have already been married as a result of eHarmony.com’s intelligent matching with many more weddings planned as the summer approaches.

“Achieving this milestone proves to us that millions of singles are seeking committed relationships, and they’re willing to take the time to fill out a comprehensive profile if it finds them their soul mate for life,” says Dr. Neil Clark Warren, a clinical psychologist for more than 33 years and the founder of eHarmony.com.

During his more than 30 years of counseling, Dr. Warren has seen hundreds of failed marriages, and the painful damage these divorces caused not only hurt the couples involved, but also their children, family, and friends. As he realized that the majority of these couples never should have been married in the first place, he dissected what went wrong in these marriages and developed a system that matched singles who were compatible for life. In August 2000, eHarmony.com was born.

With a team of psychology and behavioral science experts, Dr. Warren launched eHarmony.com as a website specifically for singles who are serious and committed to developing a lasting relationship. Using the philosophy that “a good match is more science than art,” the team developed a 370-item profile of compatible traits. With this profile as the foundation, the website matches singles based on 29 critical dimensions like character, intellect, sexual passion, sense of humor, conflict resolution, and spirituality instead of just hobbies or favorite movies and ice cream flavors. Matched singles then begin an anonymous, five-stage communication process guided by eHarmony.com so they discuss the tough questions well before they proceed into a relationship.

“With half of all marriages in this country ending in divorce, eHarmony is an extraordinary tool to diminish the current divorce rate by matching people who share core values and critical traits that virtually guarantee a successful compatible relationship,” says Dr. Warren. “The selection of a marriage partner has more to do with the quality of a marriage than anything else a couple can do after they get married, and eHarmony.com guides singles through this tricky selection process so they find a compatible and loving mate for life.”

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Editor’s Note: For more information or to set up an interview with Dr. Neil Clark Warren, contact Melanie Dobson at (719) 282-3822 or at melanie@dobsonmedia.com.