



Successful adult dating site introduces payment by mobile

Easy Date Ltd., February 20, 2007

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Adult dating site SexintheUK has announced a new payment facility for members who want to update their membership using a mobile phone

PR9.NET February 20, 2007 - Edinburgh, UK February - SexintheUK, the adult dating site for singles in the UK, has added a new payment method that allows members to upgrade their memberships via their mobile phone bill. This service has been embraced by members without credit cards who wanted to purchase a membership but could not do so because they didn't have a credit card or they didn't want their membership fee to appear on their credit/debit card statement.

Singles who wish to be discreet can also pay by mobile without having to worry about how the charges will appear on their bank statements. We all like a bit of sexiness in our lives but seeing an entry that may link them to "adult dating" in their bank statement can be rather embarrassing for some.

Sex in the UK's Marketing Manager, Sean Wood, said: "We received a significant number of requests from members of www.sexintheuk.com, to introduce an alternative way to make a payment on the site. We understand the importance of addressing our customers' needs and that's why we decided to add a mobile payment facility to the site; this is now live and we continue to improve our services."

All visitors can register and search for free on www.sexintheuk.com. The site features text chats, audio-video chats, picture profiles, an internal and secure email service, sexy content and a friendly community of singles willing to explore and enjoy their sexuality.

Finding a local date in the adult dating world can be difficult, however, members who wish to meet singles who live just a few miles away can take advantage of the postcode based search on Sex in the UK, which increases the possibility of meeting someone within the local area.

As well as the recent introduction of payment by mobile, SexintheUK.com has also developed a wap dating interface to address the demands of the ever growing mobile market and has added an MMS upload tool to enable members to update their adult dating profiles from a mobile phone.

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About Easy Date Ltd.

Easydate Ltd are an Edinburgh-based online dating agency with a network of dating sites including the well known <http://www.datetheUK.com> [www.datetheuk.com] and <http://www.myukdate.com> [[myukdate.com](http://www.myukdate.com)]. The company's flagship site, <http://www.datetheUK.com> [www.datetheuk.com] was launched initially in 2002 and has built up an impressive membership of almost 1 million UK singles.

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