

## **eHarmony, Inc. Settlement with New Jersey Attorney General FAQ**

### **1. *What does the settlement say?***

The following is a summary of the settlement:

- eHarmony, Inc. will start a global, online same-sex matching service called [Compatible Partners](#) by March 31, 2009. Users will be able to navigate to it from eHarmony.com.
- Registration on the Compatible Partners site will be free for the first 10,000 users registering within one year of its launch. After that time, subscription pricing for the new site will be equal to that for eHarmony.com.
- eHarmony, Inc. will market the new site in gay and lesbian media outlets.
- The Compatible Partners site will have a statement posted to inform members that its Compatibility Matching System™ is solely based on research involving married heterosexual couples.
- The settlement makes clear that eHarmony, Inc. has not been found in violation of the law.
- eHarmony, Inc. will pay \$50,000 to the New Jersey Attorney General's Office to cover administrative expenses and \$5,000 to the original plaintiff who brought the case.

### **2. *Why will the Compatible Partners site have the explanatory statement posted?***

The statement lets customers know that eHarmony, Inc. has not conducted research on same-sex couples so that they have the information they need to decide whether to use our service. It also gives regulators confidence that we are being transparent about our service, which could otherwise confuse a user who is familiar with the research that powers opposite-sex matching at eHarmony.com.

### **3. *What is the background of the New Jersey case?***

On March 14, 2005, a New Jersey resident filed a formal complaint with the State alleging that eHarmony had violated his rights under New Jersey's Law Against Discrimination (LAD) by not offering a same-sex matching service. For more than three years, eHarmony vigorously contested the allegations of the complaint. On July 23, 2007, however, the Director of the Attorney General's Office, Division on Civil Rights issued a Finding of Probable Cause that eHarmony had violated the LAD. eHarmony filed a Motion for Reconsideration of the finding, which was pending at the time of the settlement.

### **4. *Why did eHarmony settle the case?***

Although we believed that the complaint resulted from an unfair characterization of our business, we ultimately decided it was best to settle with the Attorney General since litigation outcomes can be unpredictable. We look forward to moving beyond this legal dispute, which has been a burden for the company, and continuing to advance our business model of serving individuals by helping them find successful, long-term relationships.

### **5. *Does the settlement mean eHarmony is guilty of violating New Jersey law?***

No. The settlement makes clear that eHarmony, Inc. has not been found in violation of the law.

**6. *Is same-sex matching a business priority for you now?***

Yes. We have made the commitment to the New Jersey Attorney General's Office that we will put our business effort behind the new site to make it successful.

**7. *If I'm a user on eHarmony.com or the Compatible Partners site could I be matched with a user on the other service?***

No. The two sites will maintain their own matching pools, registration information, and subscriptions. The separate matching pools are based on whether the user chooses to seek an opposite- or same-sex relationship. As a result, users of the new site and eHarmony.com will not be able to be matched with each other.

**8. *What research has eHarmony done on opposite-sex couples?***

eHarmony's patented Compatibility Matching System® was developed based on years of researching thousands of opposite-sex couples and their marriages. Through rigorous statistical analysis, our psychologists have demonstrated the validity and reliability of eHarmony's matching model in predicting compatibility among people of the opposite sex.