



Transcript of radio interview:

KGO-AM 810 (ABC)/Evening Drive Time, (San Francisco, CA), September 8, 2004

“True.com is the only online matching service to provide multiple layers of security”

ROSIE ALLEN, anchor:

True.com is the only online matching service to provide multiple layers of security that give customers greater peace of mind such as offering to check criminal backgrounds and marriage records of perspective dates.

On the KGO live line is Herb Vest, Founder and CEO of True.com. Hi, Herb. How are you?

Mr. HERB VEST (Founder/Chief of Executive, True.com): Hi, Rosie. How are you?

ALLEN: Good! When did you feel the need to offer so many layers of security for your service?

Mr. VEST: Well, we have found that many people perceive online dating as being unsafe and we wanted to make sure that the four members could communicate with each other-- that they had undergone a background screening. And, we have the largest database, partnership with Rap Sheets which provides the largest database of criminal online felony convictions.

ALLEN: So, anybody who signs up automatically knows their going to be checked out. So, have you caught any real criminal on your service?

Mr. VEST: Oh, about 11% of the people that have applied are rejected because of that background screening.

ALLEN: No kidding?

Mr. VEST: No kidding.

ALLEN: What is the response to your service?

Mr. VEST: Oh, it has been tremendous, as of matter fact, we were number 1 listed online dating in the month of July--just 8 months after we've started.

ALLEN: That is amazing. Is it pretty expensive?

Mr. VEST: No, it's very comparable to other Websites. It's \$29.95 for a month and \$59.95 for 3 months and \$99.95 for 6 months, so, it's a very comparable.

ALLEN: That is comparable. How can KGO listeners get information?

Mr. VEST: Through True.com. Just go to the Website www.true.com.

ALLEN: OK, that works. Thanks for being on KGO, we appreciated. Herb, thank you.

Mr. VEST: Thank you, Rosie.

ALLEN: All right.