



FOR IMMEDIATE RELEASE

Share Life, Share more says lifeknot

New Features Make Finding Friends Even Easier

CAMBRIDGE, MA, September 1, 2005 - Finding a needle in a haystack is hard. Finding friends at LIFEKNOT is easy--easier still, now that lifeknot has developed and launched two new comprehensive partnering features, In Common and Guess Who. "In Common" compares and matches users' activity profiles by shared interests and passions, and, because opposites often attract, "Guess Who" pairs users with people who have different interests.

"We pride ourselves in having one of, if not the most diverse selection of activities and interests," states Matt Muro, founder of lifeknot (www.lifeknot.com). "Our profiles provide a level of granularity absent from other site profiles. Where some sites may list yoga and martial arts, lifeknot lists 17 types of yoga and 20 types of martial arts." lifeknot profile listings include more than 680 different activities and interests in 41 categories, such as hot springs, star gazing, tidepooling, skinny dipping and other activities you won't find on other sites. "In Common" maximizes the level of specificity a user provides, matching any of the hundreds of different activities and interests that may be in his or her profile. Users can suggest new activities and interests to customize their profiles and ensure the "In Common" partnering feature really works for them.

lifeknot launched the "Guess Who" feature because users sometimes want to find people with different interests to expand their own. "Guess Who" shows users pictures of three people, one with whom they share a particular activity or interest and two, at random, with whom they don't. It allows users to guess which person they think shares the particular activity or interest. It's surprising to find out if it's possible to make correct judgments based on a picture, and it's a fun way to meet new and interesting people, some of whom users might not have otherwise found.

About lifeknot.com

lifeknot is an activity partnering website not just for singles only; those already in relationships are welcome. The benefit for singles using a service that includes those in relationships is that developing friendships with users who share similar interests creates a larger network of people through which they can meet new loves. The advantage for those in relationships is that they have a large group of people from which they can choose activity partners for pastimes their significant others might not enjoy. "We really want people to just have fun sharing their interests," says Muro. "If love follows we're happy to have helped."

lifeknot was founded in 2003. Free membership includes the ability to e-mail other users. For more information, please visit www.lifeknot.com.

Contact

Matt Muro | cell phone: 617.388.1511 | e-mail: info@lifeknot.com | website: www.lifeknot.com

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