

Introducing Cougared.com a totally different generation of dating site



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Press Release Summary: Cougared.com is a whole new breed of dating site, especially for older women and younger men who are willing to cross the generation gap to look for love online.

Press Release Body: A new website that brings older women, dubbed 'Cougars', together with younger men who are seeking a more mature partner has launched and is growing fast.

The site - located at <http://www.cougared.com> - has attracted more than 1600 members since its launch in October 2007 and goes to prove the popularity of the 'May to December' dating trend.

Apart, of course, from big cats, until recently, '**Cougar**' was mainly associated with a model of Ford car and a multitude of sports teams - but that is changing fast.

The term Cougar in relation to older women was Time Magazine's number one buzzword of 2007 and a runner up for the Oxford American Dictionary's Word of the Year.

In dating terms, cougars are generally speaking women in their early 40s and upwards who have a strong preference for dating men who are considerably younger.

Cougared.com is a new concept in online matchmaking – part social network, part dating site that meets the need of this new relationship phenomenon.

Men joining **Cougared.com** must be aged between 18 and 39 and women aged from 35+, although female members are usually in their 40s to 60s and most men are in their 20s.

Just like the mainstream social networks that have become so popular lately, **Cougared.com** is free to join and allows members to communicate freely. There is a discussion forum which is viewable by non-members but all of the more private content – such as photos and profile pages are members-only.

The content on **Cougared.com** is moderated to ensure that there is no x-rated material and that the spirit of a fun and clean online dating environment is maintained.

Oliver James, founder of Cougared.com said: *"I've always believed that the truly great aspect of the internet is its power to bring likeminded people together who otherwise would or could never have met."*

"I learned that there were many women out there in their 40s, 50s and beyond that had a preference for younger guys, but perhaps were not keen to go out to bars and clubs looking for potential partners."

"Cougared.com is an easy and free way for them to meet younger men without having to go out and chase guys. And of course the great thing is that everyone is on the same wavelength with regards to the age gap issue, so there isn't that awkwardness about approaching someone of a different generation."

Cougared.com is forecast to have several thousand members by the end of the year and more features will be added in coming months, such as live chat and video players.

*** For more information on <http://www.cougared.com> contact Oliver James at hello@cougared.com**

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