

Lovetropolis.com Offers Innovative Lifetime Membership Pricing Strategy to Online Daters



The advertisement features a romantic couple in the background. On the right, a registration form for Lovetropolis.com is overlaid. The form includes fields for Email, I'm a (Female), and Seeking (Male). Below the form, it states: "For a Limited Time, Pay a One-Time Profile Approval Fee of \$17.95 and Get A Lifetime Membership! *Must be 18 or older to Register. Register Now!". On the left, the text "THE LOVETROPOLIS FACTOR" is followed by a bulleted list of benefits.

THE LOVETROPOLIS FACTOR

- FREE lifetime membership
- One-time profile approval fee. No more recurring charges
- Thousands of new singles everyday
- Send & receive messages, webcam, instant messages, blogs, audio/video profiles, relationship experts, magazines, horoscope/lovescope and much more

Released on: June 23, 2009, 1:51 am
Author: **The Lombard Company, Inc.**
Industry: [Internet & Online](#)

MARYLAND, June 22 -- [Lovetropolis.com](#), the groundbreaking [internet dating](#) site, is once again offering innovation to online singles looking to meet and find love with the launch of Lifetime Membership pricing. Starting today, millions of singles interested in dating online won't have to stretch their budgets to do so. Singles joining [Lovetropolis.com](#) will pay only a one-time profile approval fee. Besides this nominal amount, which is less than the cost of going to the movies, members will pay absolutely nothing for the lifetime membership to [Lovetropolis.com](#). "With the new Lifetime Membership offer, we are letting people connect with one another much more affordably," said Michael Lombard, CEO of Lovetropolis.com. "With our Lifetime Membership pricing, we intend to change the scene of [internet dating](#). We have eliminated the monthly recurring fees by giving members who take advantage of the offer lifetime access to the entire [Lovetropolis.com](#) network."

With Lovetropolis.com's new pricing strategy, millions more singles will actually be able to afford to find love online and enjoy the inventive blend of technology that can only be found on [Lovetropolis.com](#). After members have

paid the one-time profile approval fee of less than twenty dollars, they will pay nothing again...ever.

"Imagine what Lifetime Membership pricing will do for average singles who are trying to balance their budgets and enjoy a productive social life," said Michael Lombard. "They are thinking that the prices charged by sites like eHarmony and Match.com are cost-prohibitive; and suddenly they receive an affordable offer from [Lovetropolis.com](http://www.lovetropolis.com) that guarantees them a lifetime of cutting edge dating services for less than the cost of one date. It will make [online dating](#) accessible to so many more singles and will revolutionize the industry."

Current members simply upgrade to the Lifetime Membership from their Lovetropolis.com online account at <http://www.lovetropolis.com/>. And singles new to Lovetropolis.com can subscribe as lifetime members by visiting the site's home page. According to Shandale Tucker, another operations executive at Lovetropolis.com, the Lifetime Membership pricing limited time offer is available worldwide beginning today.

For more information, visit <http://www.lovetropolis.com/>, email Shandale Tucker, Executive Vice President of Operations, at s.tucker@lovetropolis.com, or call The Lombard Company, Inc. at 800-760-6011.

About

Lovetropolis.com

[Lovetropolis.com](http://www.lovetropolis.com), love's premier hot spot, is a new, upscale [dating agency](#) designed to make certain that members enjoy a VIP experience in a dynamic, well-appointed environment. [Lovetropolis.com](http://www.lovetropolis.com) caters to singles who are savvy and embrace the idea that everyone deserves to find love.

[Lovetropolis.com](http://www.lovetropolis.com) is one of the major [online dating](#) sites, according to Online Dating Magazine and is "The Next Great [Dating Service](#)" according to ALoveLinksPlus. [Lovetropolis.com](http://www.lovetropolis.com) modernizes the [online dating](#) experience by providing a fusion of exceptional features that assist members in making a lasting match. Lovetropolis.com already has members from 23 countries worldwide.

The energy and atmosphere of [Lovetropolis.com](http://www.lovetropolis.com) is vibrant and unrivaled, setting an ideal mood for [matchmaking](#) and social connectivity. Singles subscribing to [Lovetropolis.com](http://www.lovetropolis.com) will enjoy their leisure social time, affordably fulfill their recreational and romantic needs, and appreciate the indulgent customer service afforded them each time they log in. See why we are the premier [online dating](#) site at <http://www.lovetropolis.com/>.