

Affinity

March 2008

Affinity E-Brochure

An Overview of our Introduction Services



Contents

All About Affinity

Affinity Service Levels

Affinity Focus Service

Affinity Premium Service

Affinity Standard Service

Membership Questionnaire

Affinity Standard Terms and Conditions

What can you expect of Affinity?

Our Company

At Affinity because we recognise that the key element in successful relationships is chemistry. We aim to assist our clients in finding this elusive factor, which is often missing from so many dates where people are randomly thrown together. **Every one of us** possesses a unique set of characteristics, which will prove irresistible to someone else out there; the problem is finding him or her. Our methods all focus on making that vital link using the best of personal attention backed up with information technology.

Relationships for Today

People want different things when looking for a new partner. We know that many of you will want marriage, **but** a lot of people want something different - a regular partner for social events, friendship, a steady relationship and so on. People live many different lifestyles and we will help you find a partner for yours.

Choose a Service to Suit You

We offer 4 different service levels to suit your requirements, ranging from a passive membership to our top level Focus service. There are no monthly retainers to pay, no charges per introduction, only one joining fee which will provide you service until the expiry of your membership. See "Our Service Levels" sheet for full information.

Our Members

Unlike many agencies, which are very insular and protective of a small membership, we do everything possible to expand our membership, and therefore offer you more choice.

In addition to marketing through national and local press, on the Internet and on radio, we encourage links and co-operation with other singles organisations, such as dining-clubs and singles holiday organisations. We target and directly mail a large number of professional, single people in London and beyond, with significant success. As a result we have an extensive database of genuine single people who will want to meet you from day one. We also have absolutely no age limits.

How do we operate?

From the outset we are working for you and your success. You'll find that our techniques are rather different from most agencies'. We have a questionnaire that will let you specify what you really want. We stress the importance of our hand selection and personal approach, combined with computer back up and our 90-point 'Chemistry Factor' assessment. This is an analysis based on the psychology of relationships, which will produce a picture of both you and your needs in a partner. We produce a very complete and professional picture-profile that will represent you in your best light to potential partners.

Cont'd/...

Photography

Do people judge you on your photograph? Simply yes – it does have an enormous impact when a potential partner reads your details. Don't panic if you feel you don't photograph well. The art of photography is in capturing the dynamics of character in the correct light. We have a professional all-digital photography facility with studio lighting that will allow you to preview the shots we take on a large computer screen. Together we can select the pose that does you justice. If you do have a favourite photo of your own, then we can also scan that into our system, provided that it is recent and good quality.

Confidentiality & Security

When you consider an introduction service you may want to keep it to yourself. Many agencies allow their clients to browse through the profiles of one and all of their members at will. The contact details may be removed but the photographs are there for all to see – your boss, colleague or even your ex-partner could be reading your most personal details! With Affinity this will never happen. Only the selected few will receive your details. There is absolutely no browsing through the members profiles allowed. When new members join us we always verify identity and address at interview, for everyone's peace-of-mind.

Follow-Up

Matchmaking is a two-way street – we encourage your feedback to tell us how your dates are going. Our staff will appreciate your input after a date to let us know how it went. Did we get it right? Or do we need to fine-tune your requirements before your next date? The more we work together the better we can help you. We want you to help us identify the type of person you are looking for and create an opportunity for you to meet people that you would not normally come across. The more we work together the better we can help you.

Social Events

Membership of Affinity brings you automatic membership of Panache – our social events partner. In addition to the introductions we provide, you may also join any of their excellent dinners, parties and other activities.

ISF Membership

You want to know that you are joining a reputable organisation. Affinity is a member of the Introduction Services Federation. The ISF provides guidelines for its members and provides you with the assurance of industry best practices.

And Finally...

Our members find that joining Affinity is a surprisingly easy and relaxing experience that soon leads to a number of interesting introductions without embarrassment.

Our aim is to provide our members with one-to-one meetings that are a pleasant surprise, and where natural similarities and common-ground makes conversation spontaneous and unstilted, so that a mutual attraction can start to grow. After that the rest is up to you!

Look us up online at www.affinitylondon.com

CALL US ON (020) 8832 9030

10am to 6pm Monday to Friday

The following table illustrates the benefits of each of our service levels.

<i>Service Level</i>	<i>Value</i>	<i>Standard</i>	<i>Premium</i>	<i>Focus</i>
Membership duration	12 Months	12 Months	24 Months	24 Months
Personally reviewed matches, not just generated by computer or at random.	YES	YES	YES	YES
Totally Confidential Service. All member's ID checked.	YES	YES	YES	YES
Photography in our Digital Studio <i>or</i> use your own photograph.	YES	YES	YES	YES
Matching as a "Date" from ⁽³⁾ our own extensive Database.	YES	YES	YES	YES
Searches for YOU performed on our own extensive Member Database	NO	YES	YES	YES
Focused HEADHUNT - a partner search tailored for you through adverts, affiliates, partner organisations and other routes.	NO	NO	NO	YES
Guaranteed Introductions	NO	10	12	n/a ⁽¹⁾
Priority Matching with New Members	NO	NO	YES	YES
Personal Reviews at our offices	NO	1	2	Unlimited
Maximum "On Hold" Time possible ⁽²⁾	NO	6 Months	1 Year	2 Years
Discount for Joining at First Interview	NO	£25	£50	£50
Free Life Membership of Panache Singles Events Club. Normal Cost £150.	NO	YES	YES	YES
Free Interview at your home.	NO	NO	NO	YES
Joining Fee	£400	£790	£950	£1,450

Notes

- 1) FOCUS is our top level of service but has no guaranteed introduction number. This is because clients choosing this will have very selective requirements; hence the emphasis is on quality rather than quantity of matches.
- 2) ON HOLD facility allows members to stop the clock on their elapsed membership time and reactivate later. Useful for periods when unavailable or when starting a new relationship to see how things go.
- 3) When you are matched as a Date, this means that you come up as potential partner when we are searching on behalf of someone of the opposite sex.

Affinity (London) Ltd.

Tel. 020 8832 9030 Fax. 020 8832 9039

19 The Mall, London W5 2PJ

www.affinitylondon.com info@affinitylondon.com

03/08 V1

Affinity

Focus

Service Description

If you know you want only the best from us, then Affinity Focus is for you. If you have a high-profile lifestyle, or are extremely selective about the people you wish to meet, then Focus is the answer. This service is our highest level of service and is about quality of matches not quantity. We will do our utmost to find that very special and unique person who will fit with your life and lifestyle

Affinity Focus and provides you with a targeted partner search to suit your specific requirements. Rather than being a reactive service, it is pro-active, in that we search outside our existing membership for suitable matches for you. We will implement a tailor-made search program to ensure that you have the maximum potential to meet the partner that you need. With Affinity Focus we go that one step further than a regular introduction service to target the right people in the best possible way. How do we do this?

- ❑ We hold an in-depth discussion with you to understand your priorities and identify the qualities in a partner that are really important to you.
- ❑ We select a number of publications appropriate to your interests and lifestyle, and place advertisements at cost on your behalf in these, keeping your identity anonymous.
- ❑ We will contact partner and affiliate agencies in our search for you.
- ❑ We place a descriptive but anonymous web page dedicated to you on our affinitylondon.com web site. The many viewers to our site will see this.
- ❑ We receive the letters, phone calls and web-site responses from these advertisements and vet them for suitability and a match with your requirements.

With an extended membership of 24 months and up to 24 months on hold if required, you have the flexibility to use the Focus membership as best suits you, when it suits you.

Personal reviews are a great way to keep in touch during your membership. Of course we will talk regularly on the phone, when you give us feedback from the matches we produce for you, but nothing can replace a face-to-face meeting. Focus membership allows you to benefit from these meetings as and when required at no extra cost.

And don't forget your free life membership of Panache, our partner organisation that arranges a great schedule of events, parties and dinners. That's a further £150 value that is included.

Obviously this level of personal attention will cost a little more, and we recognise that it's not for everyone. But if you are a discerning person for whom only the best will do, then Affinity Focus could be for you. So, why not give us a call and we can discuss how we can focus on finding your new partner.

Sincerely,



Sandra McMahon

Affinity

PREMIUM

Service Description

Affinity Premium is our higher-level service which provides extended membership and additional benefits.

For the small additional cost over and above the Standard level you will receive double the length of membership (24 Months), a *minimum* of 12 guaranteed matches and up to 12 Months "on hold" time.

The On Hold facility allows members to stop the clock on their elapsed membership time and reactivate later. This is very useful for periods when you may be unavailable or when starting a new relationship and wish to see how things go.

And, don't forget: you receive a £50 discount on your Premium Level membership if you join us at the first interview.

If you join us at Premium Level then you will receive priority matching before members at lower levels. Your Premium Level membership will ensure that you receive profiles of new joiners matching those particular requirements before lower level members. While we generally have ample membership and a constant influx of new people, this membership level may be of advantage to you if, for example, you wish to meet someone who is in a limited geographic area or in a particular profession.

Personal reviews are a great way to keep in touch during your membership. Of course we will talk regularly on the phone, when you give us feedback from the matches we produce for you, but nothing can replace a face-to-face meeting. During your Premium Level membership period you may come in to see us for two free one-hour discussions. This facilitates a free exchange of opinions on how things are going with your membership. We will discuss the people you have met, and make any necessary changes to your profile and requirements and maybe take a new picture. This keeps your membership 'current' and fresh and allows us to do our best for you. If you are busy person and haven't the time, there is no obligation, but the facility is there should you need it.

And don't forget your free life membership of Panache, our partner organisation that arranges a great schedule of events, parties and dinners. That's a further £150 that you will save.

We believe that Premium level is the ideal membership for many people. It offers you excellent value for money and gives us the scope to provide you with the introductions you need.

Sincerely,



Sandra McMahon

Affinity

Standard

Service Description

Affinity standard offers you a quality introduction service that targets the right type of people on our database and provides accurate matching using the best of IT and personal attention.

Our membership comprises:

- ❑ Professional and business people, and those in specialist or creative fields of a similar status.
- ❑ Single, separated, divorced or widowed people.
- ❑ People who have a definite desire to form a relationship with a member of the opposite sex, whether for friendship, dating, or something more serious.
- ❑ People who want the right partner, not just any partner.
- ❑ People concentrated within Greater London Home Counties & the South of England.

We will meet you to prepare your personal profile. This will highlight all of your best qualities in order to interest potential partners. We can take a studio quality photograph to accompany your details using digital technology; this will allow you to preview and select your pose.

We combine our personal approach with computer selection techniques to match profiles from our extensive membership database, and we also use our 90-point '**Chemistry Factor**'. This is an analysis based on the psychology of relationships, which will produce a picture of both you and your needs in a partner. This will be given to you at our offices, to complete with the assistance of one of our consultants. In our view this is the key element in a successful relationship.

When you join us at Affinity, we will provide you with both Suggested Matches and Confirmed Matches. Suggested Matches are profiles of the opposite sex for your initial approval. Confirmed Matches are profiles of those members that have already said they would like to get in contact with you. These will have contact details included. This means that **every person you ring will be anticipating your call.**

We aim to provide an absolute minimum of 10 such introductions per year's membership at your request, but remember you are likely to receive many enquiries from people who want to meet you.

In our dealings with you, all communication will be kept strictly confidential. We will also verify the identity and address of all persons joining Affinity. We will not allow members or anyone outside our organisation, to browse through profiles, thereby breaching confidentiality.

We believe that Affinity Standard is an excellent level of membership for many people. Those considering it should also consider the Premium service which provides added value.

Sincerely,



Sandra McMahon

Affinity Membership Questionnaire

PART 1 – Personal Details

1 Title Mr Mrs Ms Miss Dr Other

2* Surname

3* Forename(s)

4 What do you like to be called ? (e.g. Bob)

5 Sex Male Female

6 Date of Birth

7* Address

House name

No. / Street

Town

Postcode

Country

8* Tel. Home

9* Tel. Office

10* Tel. Mobile

11* Fax No.

12* E-mail address

* Items above marked with an asterisk will not be disclosed without your agreement

13 Occupation

14 Marital Status Single Separated Divorced Widowed

15 How many children do you have? How many live with you?

16 Do you live: Alone With Parents With friends Others (specify)

17 Do you own your home? Yes No

18 Do you live in a: Flat Maisonette House Farm Country Estate Other

19 What is your income bracket? <20k 20-40k 40-60k 60-100k 100k+

20 Nationality UK N European S European Mid-East Afro/Carib Asian Oriental Australasian N American S.American Other.....

21 Religion C of E Rom Catholic Jewish Moslem Hindu Agnostic Atheist Sikh Just Spiritual Other

22 Education (maximum level attained) GCSE O-Level A-Level Higher Education (non-degree) Bachelor Degree Masters or PhD

PART 2 – Lifestyle

Tick one box for each of the following questions:

23	Describe how often you drink Alcohol?	Never <input type="checkbox"/>	Rarely <input type="checkbox"/>	Socially <input type="checkbox"/>	Regularly <input type="checkbox"/>	Binger <input type="checkbox"/>	Heavy <input type="checkbox"/>
24	How often do you smoke?	Never <input type="checkbox"/>	Rarely <input type="checkbox"/>	Regularly (light) <input type="checkbox"/>	Regularly (heavy) <input type="checkbox"/>		
25	What are your eating preferences?	Vegan <input type="checkbox"/>	Vegetarian <input type="checkbox"/>	Chicken & Fish <input type="checkbox"/>	Kosher <input type="checkbox"/>	Other religious <input type="checkbox"/>	Omnivore (eats anything!) <input type="checkbox"/>
26	Do you have a driving license?	Yes <input type="checkbox"/>	No <input type="checkbox"/>				
27	Do you own a car?	Yes <input type="checkbox"/>	No <input type="checkbox"/>				

PART 3 – Your partner and your life

28	What are your goals and ambitions?						
29	Are you happy to meet a divorced, separated or widowed person?	Yes <input type="checkbox"/>	No <input type="checkbox"/>				
30	Are you happy to meet someone with children living with them?	Yes <input type="checkbox"/>	No <input type="checkbox"/>				
31	What age group partner are you looking for?	Minimum:		Maximum:			
32	In your own words how would you describe your personality?						
33	Are there any qualities you seek in a partner?						
34	Are you happy to meet a smoker?	Yes <input type="checkbox"/>	No <input type="checkbox"/>				
35	Are you hoping to have children?	Yes <input type="checkbox"/>	No <input type="checkbox"/>				
36	What type of relationship might appeal to you? <i>(tick up to 3)</i>	<input type="checkbox"/> Platonic Companion <input type="checkbox"/> Social <input type="checkbox"/> Lover <input type="checkbox"/> Steady partner <input type="checkbox"/> Committed relationship <input type="checkbox"/> Living Together <input type="checkbox"/> Marriage					

PART 4 – Your Appearance

37A What is your height? (In metres preferably)

--

37B What is your weight? (in Kilos preferably)

--

38 What is your Eye Colour?

--

39 What is your hair colour?
(tick closest)

Light Blonde <input type="checkbox"/>	Dark Blonde <input type="checkbox"/>	Light Brown <input type="checkbox"/>	Mid Brown <input type="checkbox"/>	Dark Brown <input type="checkbox"/>	Chestnut <input type="checkbox"/>
Red <input type="checkbox"/>	Grey <input type="checkbox"/>	Black <input type="checkbox"/>	White <input type="checkbox"/>	Bald <input type="checkbox"/>	

40 What is your skin type?

Pale <input type="checkbox"/>	Fair <input type="checkbox"/>	Medium <input type="checkbox"/>	Freckled <input type="checkbox"/>	Olive <input type="checkbox"/>
Ruddy <input type="checkbox"/>	Tanned <input type="checkbox"/>	Swarthy <input type="checkbox"/>	Brown <input type="checkbox"/>	Black <input type="checkbox"/>

IF YOU ARE MALE THEN COMPLETE THIS SECTION

41 Hair Length

Long <input type="checkbox"/>	Medium <input type="checkbox"/>	Short <input type="checkbox"/>	Very Short <input type="checkbox"/>	Receding <input type="checkbox"/>	Balding <input type="checkbox"/>	Bald <input type="checkbox"/>
----------------------------------	------------------------------------	-----------------------------------	--	--------------------------------------	-------------------------------------	----------------------------------

42 Facial Hair

Beard (full) <input type="checkbox"/>	Beard (styled) <input type="checkbox"/>	Moustache <input type="checkbox"/>	Full set <input type="checkbox"/>	Sideburns <input type="checkbox"/>	None <input type="checkbox"/>
--	--	---------------------------------------	--------------------------------------	---------------------------------------	----------------------------------

43 Chest Size

36 or less <input type="checkbox"/>	38 <input type="checkbox"/>	40 <input type="checkbox"/>	42 <input type="checkbox"/>	44 <input type="checkbox"/>	46 <input type="checkbox"/>	48 plus <input type="checkbox"/>
--	--------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------	-------------------------------------

44 Your BUILD. Tick as **many** of the following words as describe you.

Lean <input type="checkbox"/>	Athletic <input type="checkbox"/>	Average <input type="checkbox"/>	Thick-set <input type="checkbox"/>	Well Built <input type="checkbox"/>	Slightly Overweight <input type="checkbox"/>
Rangy <input type="checkbox"/>	Slim-hipped <input type="checkbox"/>	Mr 6 Pack <input type="checkbox"/>	Stocky <input type="checkbox"/>	Plump <input type="checkbox"/>	Broad-shouldered <input type="checkbox"/>
Muscular <input type="checkbox"/>	Hairy <input type="checkbox"/>	Slight <input type="checkbox"/>	Barrel Chested <input type="checkbox"/>	Wiry <input type="checkbox"/>	Paunchy <input type="checkbox"/>

IF YOU ARE FEMALE THEN COMPLETE THIS SECTION

45 Hair Length

Below Shoulders <input type="checkbox"/>	Shoulder Length <input type="checkbox"/>	Medium Length <input type="checkbox"/>	Chin length <input type="checkbox"/>	Short <input type="checkbox"/>	Cropped <input type="checkbox"/>
---	---	---	---	-----------------------------------	-------------------------------------

46 Dress Size (UK)

6/8 <input type="checkbox"/>	10 <input type="checkbox"/>	12 <input type="checkbox"/>	14 <input type="checkbox"/>	16 <input type="checkbox"/>	18+ <input type="checkbox"/>
---------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------	---------------------------------

47 Your BUILD. Tick as **many** of the following words as describe you.

Slender <input type="checkbox"/>	Athletic <input type="checkbox"/>	Shapely <input type="checkbox"/>	Curvaceous <input type="checkbox"/>	Petite <input type="checkbox"/>	Slightly Overweight <input type="checkbox"/>
Voluptuous <input type="checkbox"/>	Willowy <input type="checkbox"/>	Solid <input type="checkbox"/>	Wide Shouldered <input type="checkbox"/>	Pear Shaped <input type="checkbox"/>	Plump <input type="checkbox"/>
Broad-hipped <input type="checkbox"/>	Boyish <input type="checkbox"/>	Leggy <input type="checkbox"/>	Busty <input type="checkbox"/>	Square <input type="checkbox"/>	Buxom <input type="checkbox"/>

PART 5 – Your Ideal Partner’s Appearance

48 What height is acceptable to you ? (In metres preferably)

MAX	MIN
-----	-----

49 What hair colours do you like?
(tick ALL you like)

Light Blonde <input type="checkbox"/>	Dark Blonde <input type="checkbox"/>	Light Brown <input type="checkbox"/>	Mid Brown <input type="checkbox"/>	Dark Brown <input type="checkbox"/>	Chestnut <input type="checkbox"/>
Red <input type="checkbox"/>	Grey <input type="checkbox"/>	Black <input type="checkbox"/>	White <input type="checkbox"/>	Bald <input type="checkbox"/>	No Preference <input type="checkbox"/>

50 What skin types do you like? (tick ALL you like)

Pale <input type="checkbox"/>	Fair <input type="checkbox"/>	Medium <input type="checkbox"/>	Freckled <input type="checkbox"/>	Olive <input type="checkbox"/>	No Preference <input type="checkbox"/>
Ruddy <input type="checkbox"/>	Perma-Tan <input type="checkbox"/>	Swarthy <input type="checkbox"/>	Brown <input type="checkbox"/>	Black <input type="checkbox"/>	

IF YOU ARE FEMALE COMPLETE THIS SECTION DESCRIBING THE MAN YOU WOULD LIKE TO MEET

51 Hair Length
(tick ALL you like)

Long <input type="checkbox"/>	Medium <input type="checkbox"/>	Short <input type="checkbox"/>	Very Short <input type="checkbox"/>	Receding <input type="checkbox"/>	Balding <input type="checkbox"/>	Bald <input type="checkbox"/>	No Preference <input type="checkbox"/>
----------------------------------	------------------------------------	-----------------------------------	--	--------------------------------------	-------------------------------------	----------------------------------	---

52 Facial Hair
(tick ALL you like)

Beard (full) <input type="checkbox"/>	Beard (styled) <input type="checkbox"/>	Moustache <input type="checkbox"/>	Full set <input type="checkbox"/>	Sideburns <input type="checkbox"/>	None <input type="checkbox"/>	No Preference <input type="checkbox"/>
--	--	---------------------------------------	--------------------------------------	---------------------------------------	----------------------------------	---

53 Chest Size
(tick ALL you like)

36 or less <input type="checkbox"/>	38 <input type="checkbox"/>	40 <input type="checkbox"/>	42 <input type="checkbox"/>	44 <input type="checkbox"/>	46 <input type="checkbox"/>	48 plus <input type="checkbox"/>	No Preference <input type="checkbox"/>
--	--------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------	-------------------------------------	---

54 Your MAN'S BUILD.
(tick ALL you like)

Lean <input type="checkbox"/>	Athletic <input type="checkbox"/>	Average <input type="checkbox"/>	Thick-set <input type="checkbox"/>	Well Built <input type="checkbox"/>	Slightly Overweight <input type="checkbox"/>
Rangy <input type="checkbox"/>	Slim-hipped <input type="checkbox"/>	Mr 6 Pack <input type="checkbox"/>	Stocky <input type="checkbox"/>	Plump <input type="checkbox"/>	Broad-shouldered <input type="checkbox"/>
Muscular <input type="checkbox"/>	Slight <input type="checkbox"/>	Barrel Chested <input type="checkbox"/>	Wiry <input type="checkbox"/>	Paunchy <input type="checkbox"/>	No Preference <input type="checkbox"/>

IF YOU ARE MALE COMPLETE THIS SECTION DESCRIBING THE WOMAN YOU WOULD LIKE TO MEET

55 Hair Length
(tick ALL you like)

Below Shoulders <input type="checkbox"/>	Shoulder Length <input type="checkbox"/>	Medium Length <input type="checkbox"/>	Chin length <input type="checkbox"/>	Short <input type="checkbox"/>	Cropped <input type="checkbox"/>	No Preference <input type="checkbox"/>
---	---	---	---	-----------------------------------	-------------------------------------	---

56 Dress Size (UK)
(tick ALL you like)

6/8 <input type="checkbox"/>	10 <input type="checkbox"/>	12 <input type="checkbox"/>	14 <input type="checkbox"/>	16 <input type="checkbox"/>	18+ <input type="checkbox"/>	No Preference <input type="checkbox"/>
---------------------------------	--------------------------------	--------------------------------	--------------------------------	--------------------------------	---------------------------------	---

57 Your woman's FIGURE.
(tick ALL you like)

Slender <input type="checkbox"/>	Athletic <input type="checkbox"/>	Shapely <input type="checkbox"/>	Curvaceous <input type="checkbox"/>	Petite <input type="checkbox"/>	Slightly Overweight <input type="checkbox"/>
Voluptuous <input type="checkbox"/>	Willowy <input type="checkbox"/>	Solid <input type="checkbox"/>	Wide Shouldered <input type="checkbox"/>	Pear Shaped <input type="checkbox"/>	Plump <input type="checkbox"/>
Broad-hipped <input type="checkbox"/>	Boyish <input type="checkbox"/>	Leggy <input type="checkbox"/>	Busty <input type="checkbox"/>	Square <input type="checkbox"/>	No Preference <input type="checkbox"/>

PART 6 – Your Tastes

IN EACH OF THE SECTIONS BELOW TICK UP TO SIX ITEMS YOU ENJOY, CROSS ANY YOU REALLY DISLIKE. IF YOU HAVE NO STRONG FEELINGS LEAVE IT BLANK.

SPORTS (*PARTICIPANT*)

<input type="checkbox"/> Rugby	<input type="checkbox"/> Cricket	<input type="checkbox"/> Golf	<input type="checkbox"/> Tennis	<input type="checkbox"/> Squash	<input type="checkbox"/> Football
<input type="checkbox"/> Fishing	<input type="checkbox"/> Motor Racing	<input type="checkbox"/> Ski (snow)	<input type="checkbox"/> Horse-riding casual	<input type="checkbox"/> Horse-riding competitive	<input type="checkbox"/> Flying
<input type="checkbox"/> Cycling	<input type="checkbox"/> Badminton	<input type="checkbox"/> Athletics	<input type="checkbox"/> Ski (water)	<input type="checkbox"/> Sailing	<input type="checkbox"/> Windsurfing
<input type="checkbox"/> Canoeing	<input type="checkbox"/> Shooting	<input type="checkbox"/> Hockey	<input type="checkbox"/> Ice-Skating	<input type="checkbox"/> Pool	<input type="checkbox"/> Running
<input type="checkbox"/> Swimming	<input type="checkbox"/> Sub-Aqua	<input type="checkbox"/> Power Boating	<input type="checkbox"/> Other Watersport	<input type="checkbox"/> Personal Fitness	<input type="checkbox"/> Table-tennis
<input type="checkbox"/> Roller-blading	<input type="checkbox"/> Mountaineering	<input type="checkbox"/> Martial Arts	<input type="checkbox"/> Snooker	<input type="checkbox"/> Darts	<input type="checkbox"/> Walking
<input type="checkbox"/> Rowing	<input type="checkbox"/> Archery	OTHER:			

SPORTS (*SPECTATOR*)

<input type="checkbox"/> Rugby	<input type="checkbox"/> Cricket	<input type="checkbox"/> Golf	<input type="checkbox"/> Tennis	<input type="checkbox"/> Squash	<input type="checkbox"/> Darts
<input type="checkbox"/> Power Boat Racing	<input type="checkbox"/> Motor Racing	<input type="checkbox"/> Ski (snow)	<input type="checkbox"/> Equestrian Events	<input type="checkbox"/> Football	<input type="checkbox"/> Snooker
<input type="checkbox"/> Cycling	<input type="checkbox"/> Boxing	<input type="checkbox"/> Athletics	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Baseball	<input type="checkbox"/> American Football
<input type="checkbox"/> Horse Racing	<input type="checkbox"/> Gymnastics	<input type="checkbox"/> Ice-Skating	OTHER:		

HOBBIES & INTERESTS

<input type="checkbox"/> D.I.Y.	<input type="checkbox"/> Current Affairs	<input type="checkbox"/> Environmental Issues	<input type="checkbox"/> Fashion	<input type="checkbox"/> Internet / Computers	<input type="checkbox"/> Photography
<input type="checkbox"/> Shopping	<input type="checkbox"/> Museums	<input type="checkbox"/> Art Galleries	<input type="checkbox"/> Painting	<input type="checkbox"/> Pottery	<input type="checkbox"/> Travel
<input type="checkbox"/> Gardening	<input type="checkbox"/> Bridge	<input type="checkbox"/> Chess	<input type="checkbox"/> Cooking	<input type="checkbox"/> Voluntary Work	<input type="checkbox"/> Reading
<input type="checkbox"/> Cinema	<input type="checkbox"/> Betting	<input type="checkbox"/> Eating-out	<input type="checkbox"/> Casinos	<input type="checkbox"/> Keep-Fit	<input type="checkbox"/> Collecting
<input type="checkbox"/> Dancing (General)	<input type="checkbox"/> Dancing (Ballroom)	<input type="checkbox"/> Dancing (Latin)	<input type="checkbox"/> Dancing (Country)	<input type="checkbox"/> Dancing (Disco)	<input type="checkbox"/> Antiques
<input type="checkbox"/> Yoga	<input type="checkbox"/> Holistic	<input type="checkbox"/> Esoteric	<input type="checkbox"/> TV	<input type="checkbox"/> Interior Design	OTHER:

MUSIC

<input type="checkbox"/> Classical	<input type="checkbox"/> Opera	<input type="checkbox"/> Choral music	<input type="checkbox"/> Country & Western	<input type="checkbox"/> Folk	<input type="checkbox"/> Jazz (Trad)
<input type="checkbox"/> Jazz (Modern)	<input type="checkbox"/> Jazz (Acid)	<input type="checkbox"/> Heavy Metal	<input type="checkbox"/> Ambient	<input type="checkbox"/> Hip-Hop	<input type="checkbox"/> Romantic
<input type="checkbox"/> Current Chart Music	<input type="checkbox"/> 60s/70s Pop	<input type="checkbox"/> 80s Chart music	<input type="checkbox"/> Rock	<input type="checkbox"/> Blues	<input type="checkbox"/> Soul / Funk
<input type="checkbox"/> R&B	<input type="checkbox"/> House/Dance	<input type="checkbox"/> Techno / Trance	<input type="checkbox"/> Brit-Pop	<input type="checkbox"/> Latin	<input type="checkbox"/> Garage

POLITICS (MAXIMUM 2 CHOICES)

<input type="checkbox"/> Right Wing	<input type="checkbox"/> Centre-Right	<input type="checkbox"/> Centre	<input type="checkbox"/> Centre-Left	<input type="checkbox"/> Left Wing	<input type="checkbox"/> Disinterested
-------------------------------------	---------------------------------------	---------------------------------	--------------------------------------	------------------------------------	--

THE ARTS (YOUR TOP SIX CHOICES)

<input type="checkbox"/> Theatre	<input type="checkbox"/> Fringe	<input type="checkbox"/> Theatre (Repertory)	<input type="checkbox"/> Musicals	<input type="checkbox"/> Concerts (contemporary)	<input type="checkbox"/> Photographic Art
<input type="checkbox"/> Comedy	<input type="checkbox"/> Poetry	<input type="checkbox"/> Ballet	<input type="checkbox"/> Opera	<input type="checkbox"/> Concerts (classical)	<input type="checkbox"/> Cinema
<input type="checkbox"/> Fine-Art	<input type="checkbox"/> Sculpture	<input type="checkbox"/> Modern Art	<input type="checkbox"/> Contemporary Art	<input type="checkbox"/> Cultural Art	<input type="checkbox"/> Arthouse Cinema

PART 7 – The Final Words

58	Do you like to travel? Name some places you have enjoyed visiting.	
59	Do you speak any foreign languages? Please specify.	
60	What is your ideal holiday?	
61	What is your idea of a perfect evening?	
62	What newspapers do you enjoy reading?	
63	Do you like animals?	
64	Do you have any pets?	
65	What is your favourite food?	
66	Name a film you have enjoyed.	
67	Do you consider yourself a morning person, night person or neither particularly?	
68	Do you play a musical instrument?	
69	What are your pet hates?	
70	Do you have any other interests which have not been listed above?	
71	Are you in good general health?	
72	Is there anything else you would like to add to your profile?	

I confirm that all of the above information is true and complete to the best of my knowledge, and that I have not omitted any information that would be relevant to this profile. I agree to contract with Affinity London Ltd for ONE YEAR of matchmaking service from the date below, and understand that no refund of my payment is available. I accept the terms and conditions of this service as provided by Affinity London Ltd. I have read and understood my obligations under this contract.

Name (PRINT)..... Signed Date:.....

FOR OFFICE USE ONLY

I.D. CHECK	<input type="checkbox"/> D/L <input type="checkbox"/> Passport <input type="checkbox"/> B / Cert	ADDRESS CHECK	Bill Type: Date:	Checked by	Date
------------	--	---------------	---------------------	------------	------

AFFINITY CONDITIONS OF BUSINESS (STANDARD LEVEL)

1 Interpretation

- 1.1 In these Conditions:
'CLIENT' means the person named on the Client Questionnaire for whom Affinity has agreed to provide the Services in accordance with these Conditions
'CLIENT QUESTIONNAIRE' means Affinity's questionnaire to be completed by Clients from time to time
'CONTRACT' means the contract for the provision of the Service
'INPUT MATERIAL' means any photograph of the Client and any documents or other materials, and any data or other information provided by the Client relating to the Service as required by Affinity from time to time
'SERVICE' means the services of a dating and introductions agency to arrange introductions between Clients and its other clients to be provided by Affinity for the Client and set out in these Conditions
'AFFINITY' means Affinity London Limited (registered in England under number 3788238) whose registered offices are at 11 Carlton Road, London W5 2AW
'AFFINITY'S STANDARD CHARGE' means the charge shown in Affinity's brochure or other published literature relating to the Service from time to time

2 Supply of the Service

- 2.1 Affinity shall provide the Service to the Client subject to these Conditions. Any changes or additions to the Service or these Conditions must be agreed in writing by Affinity and the Client.
- 2.2 The Client shall at its own expense supply Affinity with all Input Material relating to the Service, within sufficient time to enable Affinity to provide the Service in accordance with the Contract. The Client shall ensure the accuracy of all Input Material.
- 2.3 The Service shall be provided in accordance with Affinity's current brochure or other published literature relating to the Service from time to time, subject to these Conditions.
- 2.4 Affinity may at any time without notifying the Client make any changes to the Service which are necessary to comply with any applicable safety or other statutory requirements, or which do not materially affect the nature or quality of the Service.

3 The Service

- 3.1 Affinity reserves the right in its absolute discretion to refuse to take the Client as a client of Affinity.
- 3.2 Subject to clause 3.1 the Client's Input Material will be installed onto Affinity's computer database upon receipt in cleared funds by Affinity of the payment of the fee set out in clause 7.1 ("Joining Date").
- 3.3 In the event that Affinity (in its absolute discretion) deems any part of the Input Material (before and after amendment or alteration) to be inappropriate or unsuitable Affinity shall be at liberty to remove that part which is unsuitable or inappropriate.
- 3.4 After installation of the Client's Input Material pursuant to clause 3.2 and upon the Client's request Affinity will search its client database to locate other client who match with the Client's Input Material ("Match").
- 3.5 A profile of the Client, excluding that information marked with an asterisk on the Client Questionnaire will be sent to each Match.
- 3.6 Each Match will be asked if they wish to meet the Client. If a Match wishes to meet the Client Affinity will send a profile of the Match, including the information marked with an asterisk on the Client Questionnaire, to the Client for the Client to make direct contact with the Match.
- 3.7 Any meetings arranged between the Client and the Match are entirely at the discretion of the Client and the Match
- 3.8 In order to locate Matches for the Client the Client's Input Material will be reviewed by a combination of computer programme compatibility testing and personal review of the Client's Input Material by Affinity's personnel whereby the mandatory section 3 in the Client Questionnaire must equal that of Matches and the remaining sections are matched on a 'best fit' basis.
- 3.9 Affinity will use its reasonable endeavours to locate 10 Matches for the Client within the 12 month period after the Joining Date ("the Period")
- 3.10 In the event that less than 10 Matches are obtained within the Period the Client will be offered the opportunity to extend his/her Contract with no further fee being payable to Affinity until 10 Matches are obtained.
- 3.11 If the Client wishes to terminate the Contract at any time after approval of the Input Material he/she may do so but will not be

entitled to a refund of the fee referred to in clause 7.1.

- 3.12 If the Client chooses not to authorise the sending to Matches of his/her photo he/she shall not be entitled to extend his/her membership as set out in clause 3.7.
- 3.13 The Client shall be permitted to suspend temporarily their membership of Affinity upon written notification to Affinity and Affinity accepting such suspension. Suspension must be for a minimum of 1 month, the maximum number of suspensions in any 1 year period is 3 and the maximum period of suspension is 1 year from the Joining Date.

4 Collecting Information

- 4.1 In obtaining the Input Material of its clients Affinity shall be under no obligation to make enquiries into its client's social background or investigate the creditworthiness, character, behavioural characteristics or history of its clients (including the existence of any criminal record or investigate the status of its client's health).
- 4.2 In obtaining the Input Material of its clients Affinity will assess the client's identity by reference to their passport, driving licence or birth certificate and assess the client's current address by reference to a utility bill of not more than 3 months old

5 Aftercare

Affinity requests that the Client notify Affinity with any information about his/her Match which the Client feels Affinity and/or its other clients should be made aware of

6 Expulsion

Affinity shall in its absolute discretion be entitled to terminate the Contract with the Client if Affinity reasonably deems the Client to be unsuitable as a client of Affinity in which case the Client will not be entitled to a refund of any fees paid otherwise than at the discretion of Affinity.

7 Charges

- 7.1 Subject to any special terms agreed, the Client shall pay Affinity's Standard Charge and any additional sums which are agreed between Affinity and the Client for the provision of the Service.
- 7.2 Affinity shall be entitled to vary Affinity's Standard Charge from time to time by giving not less than one month written notice to the Client.
- 7.3 All charges quoted to the Client for the provision of the Service are exclusive of any Value Added Tax, for which the Client shall be additionally liable at the applicable rate from time to time.

8 Warranties and Liability

- 8.1 Affinity warrants to the Client that the Service will be provided using reasonable care and skill. Where Affinity supplies in connection with the provision of the Service any Input Material supplied by a third party, Affinity does not give any warranty, guarantee or other term as to their quality or accuracy or otherwise.
- 8.2 Affinity shall have no liability to the Client for any loss, damage, costs, expenses or other claims for compensation arising from any Input Material or instructions supplied by the Client which are incomplete, incorrect, inaccurate, illegible, out of sequence or in the wrong form, or arising from their late arrival or non-arrival, or any other fault of the Client.
- 8.3 Except in respect of death or personal injury caused by Affinity's negligence, or as expressly provided in these Conditions, Affinity shall not be liable to the Client by reason of any representation (unless fraudulent), or any implied warranty, condition or other term, or any duty at common law, or under the express terms of the Contract, for any loss of profit or any indirect, special or consequential loss, damage, costs, expenses or other claims (whether caused by the negligence of Affinity, its servants or agents or otherwise) which arise out of or in connection with the provision of the Service or their use by the Client, and the entire liability of Affinity under or in connection with the Contract shall not exceed the amount of Affinity's charges for the provision of the Service, except as expressly provided in these Conditions.

9 Commencement, Termination and Renewal

The Contract shall commence on the Joining Date and shall terminate 1 year thereafter unless extended by the Client for further periods of 12 months upon payment (before expiry of the existing Contract) of 50% of Affinity's Standard Charge current at the time of renewal.

10 General

- 10.1 These Conditions constitute the entire agreement between the parties, supersede any previous agreement or understanding and may not be varied except in writing between the parties. All other terms and conditions, express or implied by statute or otherwise, are excluded to the fullest extent permitted by law.
- 10.2 English law shall apply to the Contract.