



*Taking the Waiting out of Dating...*<sup>TM</sup>

# PRESS RELEASE

## 28 Sept 2006

**Norfolk, UK – September 28th, 2006:** East of England Development Agency shortlists The 3G Dating Agency amongst 8 other companies for a share of £1 million following success in the 'Running the Gauntlet' business competition.

387 companies from all over the East of England registered for the competition before the short list of only 50 companies was announced by Boyd Mulvey of CREATE and one of the Dragons from BBC's Dragons Den, Doug Richard, of Library House - co-chairs of the 'running the gauntlet' judging panel at an event held today (27 September 2006) at the Imperial War Museum, Duxford.

'Running the gauntlet' is led by the EEDA in partnership with leading East of England investor, CREATE and Library House, the company that devised The Gauntlet, the virtual investor at the heart of the first phase of the competition. 'Running the gauntlet aims to equip entrepreneurs for growing their business and securing funding. The £1m investment fund from CREATE is further enhanced by over £250,000 worth of advice and in-kind business services from sponsors: Bailey Fisher Executive Search, Grant Thornton, HSBC, Mudhut Communications, Scientific Generics, Taylor Vinters and The Commercialisation Company.

The short-listed companies will all benefit from a series of master classes, clinics and workshops delivered by sponsors covering issues such as business planning, intellectual property, funding and team building. Doug Richard, co-chair of the judges and chief executive of Library House said: "Once again 'running the gauntlet' has attracted a wide range of companies - as you would expect from a region with a strong track record for innovation. I share CREATE's anticipation for the pitch meetings ahead and feel sure that some exciting investment opportunities will emerge."

**Rome Parmar, CEO of the 3G Dating Agency said: "We're proud to be recognised as a forward thinking company that is taking great strides in developing mobile connected communities".**

### About the 3G Dating Agency

The 3G Dating Agency is the worlds most advanced global mobile social networking phenomenon that doesn't require subscription and works on any internet enabled mobile phone. Our service is a great way to find new friends or partners for fun, dating and long term relationships and our technology enables us to offer unrivalled levels of safety, convenience and ease of use – thus enabling you to **Take the Waiting out of Dating...**

The 3G Dating Agency Ltd, Santjitt House, 132 Stagsden Road, Bromham, Bedford, MK43 8QR. (UK)  
Tel: +44 (0) 1234 312 483 [press@the3gdatingagency.com](mailto:press@the3gdatingagency.com) [www.the3gdatingagency.com](http://www.the3gdatingagency.com)  
The 3G Dating Agency Ltd is incorporated in England and Wales Company Number 06432284