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### **THE VIRGIN VOUCHER FINDS MATCH WITH SINGLES COMPANY**

The Virgin Voucher has added singles agency, Twisted Martini, to its portfolio of redemption opportunities.

The UK's only adventures company for singles – aimed at professionals aged 20-45 - Twisted Martini organizes activities across the UK and internationally (from mid-2005) and now accepts The Virgin Voucher as payment.

Not a traditional dating agency, Twisted Martini aims to 'provide new and exciting ways for singles to meet other like-minded individuals' in an informal setting. Offering activities such as Flair Cocktail Making and Llama Trekking, the company motto is 'Have fun, meet new friends, try something new' – demonstrating a near-perfect brand correlation with Virgin.

April Hutchen of Twisted Martini says: "The Virgin brand has a lot in common with our own – it's strong, fun and bit non-conformist. In addition, The Virgin Voucher is used extensively for corporate incentives and as we target the single professional market, undoubtedly many of the recipients of the vouchers will qualify to take part in our activities".

Andrew Johnson, Sales and Marketing Director of The Virgin Voucher comments: "This adds another dimension to our corporate offering – single recipients will be able to enjoy fun things to do and perhaps meet the partner of their dreams at the same time!"

**- ENDS -**

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