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**Bone Fish Ltd re-brands its corporate identity and divulges plans for the coming year**

*In preparation for its tenth anniversary at the beginning of next year, Bone Fish Ltd, has taken significant steps to further evolve its highly-competitive affiliate programme to better cater to its 14,000 affiliate partners and 3.1 million members.*

/24-7PressRelease/ - GIBRALTAR, May 16, 2008 - Bone Fish Ltd, the world's first-ever free provider of white label dating solutions since 1999, has recently undergone a complete corporate re-branding and this week reveals to its partners and the general public its innovation campaign for the coming year.

With an existing client base of over 14,000 affiliates, Bone Fish Ltd is a firm leader in its sector with a solid reputation of honesty, openness and personalised professionalism. Offering a complete platform and backbone that allows partners to setup, execute and operate niche dating and adult networking sites at the touch of a button - and without paying any set up or maintenance costs - Bone Fish Ltd continually strives to offer the most comprehensive and unparalleled service and programme on the market today.

In preparation for its tenth anniversary at the beginning of next year, this month the directors at Bone Fish Ltd took the step to revolutionise the image of the company and reinforce its identity. Most noticeably, this can be seen online at [www.bone-fish.com](http://www.bone-fish.com). Michael Fitzgerald, director of Bone Fish Ltd, says: "To commemorate our first decade in the online dating and adult sector - and to prepare ourselves for the journey ahead - the team at Bone Fish Ltd made the decision to modernize and completely re-brand the company image to take on a more contemporary, upbeat and proficient standing in the white label dating marketplace. Because although we have surpassed the targets set-out in our 1999 ten-year plan, in a sector as competitive as ours it is important to continually innovate and change to ensure success for the future."

The new Bone Fish Ltd website provides potential affiliates - largely webmasters, marketers, affiliate managers and online entrepreneurs - with sufficient information on how the white label dating provider and its highly-reputed affiliate scheme works. It also provides a number of resources for existing affiliates (forum, help desk, blog, information regarding promotions and bonuses), and offers direct access to the administration centre which allows registered partners to set up, design and operate their niche networking websites. It is also through this admin centre that affiliates are able to control and monitor their current sales, analyse their sales history, track outstanding commissions and identify existing bonus targets.

Nevertheless, it appears that the re-branding of the company identity and the change in website design are not the only innovations afoot at Bone Fish Ltd. This week, co-founder and director of the operation, Graham Hampson, unveiled that a new and improved Bone Fish service will be up and running in the coming months, and is set to be bigger and better than any other service currently on offer.

"At this stage I can not reveal all of our trade secrets, but I can disclose that the new service will be unlike anything on the market today. Our admin centre will better serve our affiliates and will offer many more networks, and our members will be able to make better use of a number of advanced options to help them make their match. Just to give you an idea, new features on our service include: a very precise personality profile-matcher based on the works of Carl Gustav Jung, an astrological profiler that will take member matching to new heights, an advanced advert wizard that will create personalised and very creative profile adverts at literally the touch of a button... and much, much more".

"Ultimately, our aim is to ensure that Bone Fish Ltd offers a service to both affiliates and members that is unparalleled in the marketplace, and to give those that are looking to tap into the online dating and networking industry the chance to build their own unique and very successful brands without necessarily having any real previous experience. Because ultimately, we offer a complete platform and backbone so that all affiliates need to do to ensure success is market their sites to the rest of the world."

The new Bone Fish service is set to be launched later on this year and will undeniably benefit both new and existing affiliates alike. It will also provide members with a more advanced online dating/networking experience, with more accurate member matches and an abundance of ground-breaking features. For more information on the affiliate programme and service, please contact the Public Relations Department at [pr@bone-fish.com](mailto:pr@bone-fish.com). Alternatively, please visit the newly-branded website found at [www.bone-fish.com](http://www.bone-fish.com).

## About the company

Bone Fish Ltd is the world's first ever free provider of white label dating solutions. Since 1999 the company has consistently developed a high specification application in conjunction with the ever-changing technological world, and today boasts over 14,000 affiliate sites and approximately 3.1 million members.

In the past decade Bone Fish Ltd has gained itself a solid positioning in the marketplace and a reputation that precedes its ethics of honesty, openness and personalised professionalism. For more information please contact the Bone Fish Press Department: [pr@bone-fish.com](mailto:pr@bone-fish.com) or visit: [www.bone-fish.com](http://www.bone-fish.com).