

For Immediate Release

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Svetlana International Joins 97.1 KLSX Free FM Lineup, owned by CBS Radio.
The Svetlana Radio Show Gives Insight to the World of Matchmaking & Dating

LOS ANGELES, CA – March 5, 2008 – Svetlana International, a Los Angeles based exclusive concierge matchmaking agency, today announced that its founder, professional matchmaker Svetlana Novikova, will be hosting a new one-hour radio show to be aired on-air and online on 97.1 KLSX Free FM (www.971freefm.com) from 12:00Midnight-1:00AM beginning on March 16. The program will also be available via podcast www.971freefm.com and at www.svetlanaagency.com.

The Svetlana show will investigate and break the myths about matchmaking, dating in Southern California and approach the singles scene with a fresh and fun perspective. Hosted by Svetlana, a matchmaking professional with over 10 years of experience, lets listeners into the inner world of matching busy, successful entrepreneurs with beautiful, smart women. The show will also give listeners fun and useful tips on dating, where to go in Los Angeles and Orange County to meet Mr. & Ms. Right.

Sitting in the guest chairs will be some of Svetlana's own clients, talking about their experiences on both sides of the dating coin. From men and women who have been successfully matched, to those still looking for love, Svetlana will dive into the hottest topics related to relationships and love.

"It's going to be an exciting show with a lot insight, fun and great information for today's singles," said Svetlana Novikova, Founder of Svetlana International. "From CEO's to investment bankers, attorneys to restaurant owners, I have seen it all. Matchmaking is an art and the tips and tricks I have picked up over the years of matching couples is something that I want to share with everyone. My interactive format with guests and callers is sure to bring lots of laughs but also provide valuable information for Southern California singles.

For more information on Svetlana International, please visit www.svetlanagency.com.

About Svetlana International

Meeting the "Perfect 10" doesn't happen in a bar, Internet chat room or through online dating services. Successful businessmen with busy travel and professional schedules often do not have the time or access to the social situations that will bring potential mates into their personal circle. For more than a decade, Svetlana International has provided professional businessmen with access to exclusive concierge matchmaking services in a comfortable, relaxed environment. With a personal touch to each client, Svetlana International opens the door to meeting the perfect match. More information is available at www.svetlanaagency.com.