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## Jiayuan Surpasses 150 Million Registered User Accounts

BEIJING, June 25, 2015 /PRNewswire/ -- Jiayuan.com International Ltd. ("Jiayuan" or the "Company") (NASDAQ: DATE), operator of the largest online dating platform in China, today announced that the number of registered user accounts across Jiayuan's platforms including Jiayuan.com, [iZhenxin.com](http://iZhenxin.com) and [qiuai.com](http://qiuai.com) surpassed the 150 million milestone on June 24, 2015, including 134.2 million accounts from Jiayuan.com.

Since its founding in 2003, Jiayuan.com has enabled 13.0 million successful matches in China. According to statistics compiled by iResearch, Jiayuan.com is China's undisputed leader in online dating, ranking first in terms of daily visitors, time spent by users, pages viewed and number of visits in 2014. Jiayuan accounted for over half of total time spent, pages viewed, and number of visits to online dating websites in 2014. Jiayuan's mobile app also ranked first in terms of brand awareness and downloads in 2014.

"Our segmentation strategy continues to yield strong results as we surpass the 150 million registered user mark," commented Mr. Linguang Wu, Chief Executive Officer of Jiayuan. "The re-launch of our mobile app late last year, which now has total activated installments exceeding 41.4 million as of March 31, 2015, and a number of new mobile initiatives accelerated user growth and stickiness to our platform. Mobile logins now account for 67% of all logins. The traction our products are getting, particularly among younger users, demonstrates the effectiveness of our strategy. We are in the final stages of preparation for the launch of You Xun, a more social oriented mobile dating product, which we are confident will add further strength to our mobile product portfolio."

Jiayuan.com hit the 140 million registered user accounts milestone on February 20, 2015.

### About Jiayuan

Jiayuan.com International Ltd. ("Jiayuan") (NASDAQ: DATE) operates the largest online dating platform in China. Jiayuan is committed to providing a trusted, effective, and user-focused online dating platform that addresses the dating and marriage needs of China's rapidly growing urban singles population. As a pioneer in China's online dating market, Jiayuan ranks first in terms of number of unique visitors, average time spent per user and average page views per user among all online dating websites in China in 2014, according to iResearch. Jiayuan recorded an average of 5.2 million monthly active user accounts in the first quarter of 2015. Every two of Jiayuan's American Depositary Shares represent three ordinary shares.

For more information, please visit <http://ir.jiayuan.com>.

### Forward-Looking Statements

This press release contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Jiayuan may also make written or verbal forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission, in its annual report to shareholders, in press releases and other written materials and in verbal statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: our growth strategies; our future business development, including development of new products and services; our ability to attract and retain users; competition in the Chinese online dating markets; changes in our revenues and certain cost or expense items as a percentage of our revenues; the outcome of any litigation or arbitration; the expected growth of the number of Internet and broadband users in China; Chinese governmental policies relating to the Internet and online dating websites and general economic conditions in China and elsewhere. Further information regarding these and other risks is included in our documents filed with the U.S. Securities and Exchange Commission. Jiayuan does not undertake any obligation to update any forward-looking statement, except as required under applicable law. All information provided in this press release is as of the date of the press release, and Jiayuan undertakes no duty to update such information, except as required under applicable law.

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