

JEWISH NEWS

of Greater Phoenix

BRIEF

Frumster.com extends service to non-Orthodox Jews

Frumster.com, an online Jewish dating service that formerly catered only to Orthodox Jews, has now extended its service to all Jews interested in “dating for marriage,” regardless of observance levels.

To date, the four-year-old site has matched 500 members, or 250 couples.

Derek Saker, Frumster director of marketing, said that much of the site’s success can be ascribed to rigorous screening and ongoing controls. “It is a very personalized, hands-on dating service, which helps to ensure as genuine a pool of sincere members as possible,” he said in a press release.

Changes include the questions listed in the profiles. For example, a religious member might ask questions regarding what type of yarmulke is worn or if the woman will cover her hair; now there are personality questions, for all members, developed by a team of social workers and psychologists, which pertain to personal ambition, money, socializing, etc.

Visit www.frumster.com.