



FOR IMMEDIATE RELEASE

## Kasidie Acquires AmericanLowLife in Las Vegas

*Kasidie.com acquires Las Vegas swingers community AmericanLowLife.com.*

(Las Vegas, NV, May 7, 2010) – Kasidie.com announced today the acquisition of AmericanLowLife.com, the only regional online swingers community serving Las Vegas. By combining their 24,000 mostly local members with the Kasidie national database, the combined firm is now the defacto market leader in Las Vegas catering to the swinging lifestyle and is well positioned to continue its growth in nearby Southern California and the Pacific southwest. The combined firm already has over 275 swingers parties posted nationally, and 84 just for Nevada and California.

“We are very excited to be part of the Kasidie team” said Bruce Dyer, AmericanLowLife’s founder and President, “with their technology platform and features we finally get to offer our members a full set of social features, while retaining the ability to provide irreverent insights and information to the global audience of Las Vegas visitors”. Scott Purcell, Kasidie’s President added “AmericanLowLife has a fantastic reputation with both local and national swingers who visit Vegas, which stems from the same core values both organizations share in their passion for the swinging community and focus on customer service. We’re going to do some fantastic things together!”

The engineers from both companies are now working together to import the member accounts into the Kasidie system; no small feat when working with highly disparate database structures. Although the days of free memberships are now gone, the lesson learned is simply that free services simply cannot pay the costs associated with hiring engineers, customer service personnel, and other employees, as well as costs of servers, hosting, internet bandwidth and other business operating expenses. However AmericanLowLife.com will continue as a free portal with information about nightclubs, restaurants, pools, swinger clubs, stage productions and other activities for all Las Vegas visitors.

### About Kasidie.com

Created by swingers, [www.kasidie.com](http://www.kasidie.com) is a unique social community devoted to the swinging lifestyle. The site has extensive swinger profiles, party listings, travel postings, and club descriptions, along with an affiliate program and relevant utilities, tools and features catering to the global population of 150 million-plus swingers. Kasidie.com is a fun, sexy gathering place for both swingers and curious vanillas (non-swingers) to learn about and join in the swinging lifestyle.

Media Contact  
Scott Purcell, Publisher  
Kasidie Entertainment, LLC  
(702) 882-2525  
[scott@kasidie.com](mailto:scott@kasidie.com)  
[www.kasidie.com](http://www.kasidie.com)  
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