

TODAY'S ETIQUETTE

Use Your Cell Phone To Get A Date—Or Lose One!

(NAPSA)—Does your date insist on taking phone calls when you are on a date, even during a romantic dinner? If so, it's either time for a book of etiquette or a new romantic interest.

"Cell phone etiquette calls for phones off or on vibrate during important social functions, whether it's the theater or at dinner," says Mike Bennett, consumer and government affairs executive director of Cingular Wireless, the largest wireless company in the U.S. "The use of cell phones in such settings is very annoying to other people.

"And if your date's behavior indicates that it's time to move on in the romance department, this may be the way to handle it," adds Bennett.

According to Bennett, Cingular Wireless is making it easy to meet potential mates through its dating service. Signing up and posting a profile and photo are free and can be done from a cell phone. Current Match.com subscribers can transfer profiles to Match Mobile with the click of a mouse.

Once signed up, users can communicate with potential dates from anywhere, anytime by using their cell phone. At the coffee shop? Waiting for a business meeting to start? Any free minute of



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It's For You—Cell phone etiquette calls for phones off or on vibrate during a date.

time becomes time to meet someone new. Subscribers can turn waiting into flirting.

A monthly subscription to Match Mobile is under five dollars, which will be posted on the cell phone bill. Consumers can sign up through Cingular.com or from their cell phones through Media Net (wireless Internet).

"If you do break up with your current girl- or boyfriend, Valentine's Day polls by Cingular Wireless show that some people (8 percent) use their cell phones to deliver the bad news," says Bennett. "But saying farewell in person is much classier."

You can learn more about cell phone services online "Ask the Wireless Guru" at www.thewirelessguru.com.