

ANZSOG Case Program

Regulating the P2P economy: seekingarrangement.com

2015-181.1

Brandon Wade was a man with a stunted love life but a healthy bank account. These two things would eventually lead him to launch multiple online dating platforms to help people in his precise predicament. The shy Singaporean expat and Massachusetts Institute of Technology (MIT) graduate was a self-described 'nerd' who had endured romantic disappointment since his teens. His mother reassured him that where career success led, women would follow, but even as a well-remunerated Wall Street consultant he struggled to attract attention on traditional dating sites. He reasoned that there must be more men like him: time, looks or confidence-poor but cash-rich and willing to spend some of it on young, attractive companions. Thus in 2006, seekingarrangement.com was born.

How the site works

Seeking Arrangement is a dating site offering users a route to forging 'balanced' and 'mutually beneficial' relationships. Members sign up either as Sugar Daddies/Mommas or Sugar Babies depending on what they want from an arrangement. Sugar Daddies (SDs) or Mommas were defined by Seeking Arrangement as: 'Successful men and women who know what they want. They're driven, and enjoy attractive company by their side. Money isn't an issue, thus they are generous when it comes to supporting a Sugar Baby.' Sugar Babies (SBs) meanwhile were, 'Attractive people looking for the finer things in life. They appreciate exotic trips and gifts. Sugar Babies get to experience a luxurious lifestyle, and meet wealthy people on a regular basis.' SBs were also promised the chance to meet the kind of people who could advance their careers or provide networking opportunities.

This case was written by Marinella Padula for Dr Michael Di Francesco, the Australia and New Zealand School of Government. It has been prepared from published materials as a basis for class discussion rather than to illustrate either effective or ineffective handling of a managerial situation.

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Upon joining, members are asked to upload their profile pictures and outline what kind of arrangement they are seeking. SDs nominate how much they are willing to spend on a prospective SB per month, with options ranging from less than \$1,000¹ to \$20,000 or more. In turn, SBs indicate the level of 'allowance' they require and/or what kind of expenses they want covered. Either party could refrain from giving specific figures but signal that they were open to negotiation. 'Arrangements' spanned everything from buying expensive dinners to covering rent, bills, tuition, beauty treatments and international travel in exchange for companionship. Once approved, SBs and SDs are able to browse profiles and communicate with each other. Members are instructed not to discuss sex in their profiles or site-based messages. Instead, they are advised to meet in person to finalise the details of their arrangement which may or may not feature sexual contact. They are also discouraged from consummating relationships immediately or pursuing one-off encounters. Any payments to SBs are made outside the confines of the site. Professional escorts and prostitutes are warned that their profiles will be deleted if they are discovered using the service.

According to the company, in 2015, seekingarrangement.com had 4.5 million active members, comprising 3.3 million Sugar Babies and 1.2 million Sugar Daddies/Mommas in 139 countries.² SBs were typically women³ aged between 21-27 years old and close to 45% were university students (mostly undergraduate).⁴ More than 70% of members were Caucasian and the majority were from middle-class (or wealthier) backgrounds.⁵ Successful SBs reportedly received an average monthly allowance worth \$3,000⁶ which was primarily spent on educational and living expenses. Single mothers were another major SB demographic.⁷ Meanwhile, the average SD was aged 40 and claimed to earn in excess of \$250,000 per annum. An estimated 30% were married.⁸ (Sugar Mommas were only a small fraction of site users and most of these profiles were believed to be fake.) The Las Vegas-based company also had offices in Ukraine and Singapore. Some 70% of members were located in North America; 20% in Europe and the rest were scattered throughout Asia, Australia and New Zealand.⁹

Despite promoting a frank and pragmatic approach to relationships, the site was relatively coy about costs. Though it was free for anyone to join, Sugar Daddies were generally required to pay a \$50 monthly Premium Membership to interact with other members. SDs could pay an additional fee to have a background check by a third party company confirming they had no convictions for violent crime or sex offences. Diamond Membership, costing upwards of \$2,000 per year, denoted SDs who had their identity and income details verified by Seeking Arrangement. In return, their profiles were listed at the top of searches. Sugar Babies were only charged \$20 per month for Premium Membership. However, the site was eager to attract students: users signing up with an .edu email address were granted Premium status for free; the company had also previously paid for strategic pop-up ads to appear when the words 'tuition help' or 'financial aid' were typed into search engines.¹⁰ The site claimed to use algorithms, photo recognition software and member reports to weed out inappropriate profiles (including those from professional sex workers) at a rate of roughly 100-200 per day.

¹ Unless otherwise noted, all currency in US dollars (USD)

² <https://www.seekingarrangement.com/about-us>

³ Men could also sign up to be Sugar Babies, however, the vast majority were women.

⁴ <http://www.theatlantic.com/education/archive/2014/09/how-sugar-daddies-are-financing-college-education/379533/>

⁵ <http://www.dailymail.co.uk/femail/article-2936332/It-offers-solid-financial-future-Thousands-skint-university-students-paid-3-000-month-date-older-men-sugar-daddy-website.html>

⁶ This figure could not be independently confirmed

⁷ <http://www.laweekly.com/news/government-shutdown-pushes-needy-women-to-seek-sugar-daddies-4173461>

⁸ <http://www.bizjournals.com/sanjose/news/2014/07/17/seekingarrangement-com-ceo-on-google-executives.html>

⁹ <http://www.bizjournals.com/sanjose/news/2014/07/17/seekingarrangement-com-ceo-on-google-executives.html>

¹⁰ http://www.huffingtonpost.com/2011/07/29/seeking-arrangement-college-students_n_913373.html?page=3

Though small compared to mainstream dating sites, seekingarrangement.com quickly became something of a niche-market leader, turning over more than \$10 million per annum and garnering significant media attention. Seeking Arrangement developed a number of similar dating sites which included: the Carrot Dating app where suitors tempted dates with offers of gifts and incentives; Miss Travel where free holidays were exchanged for attractive companionship; and What's Your Price where users placed bids to date appealing women. Seeking Arrangement also held a seminar for members interested in learning how to entice Sugar Daddies, avoid cheapskates (aka Salt Daddies), raise their allowances, and invest their funds.

Courting controversy

Seeking Arrangement didn't just attract lonely middle-aged millionaires and comely but cash-strapped 20-somethings. From the outset, the site drew a motley collection of critics who variously claimed that the site undermined traditional family values, exploited financial desperation and/or promulgated toxic and retrogressive gender roles. The most common critique, however, was that the site was essentially a marketplace for (amateur) prostitution.

'Sugar babies are escorts,' said Tammy Castle, a professor at James Madison University whose research included analysing the content of escort websites. 'The administrators of the Seeking Arrangement] are trying to avoid the negative stigma of prostitution by advertising this as just another dating website, but money is exchanged for arrangements that may include sex.'¹¹ Kathleen Barry, PhD and author of *The Prostitution of Sexuality*, was apt to agree:

Both prostitutes and sugar babies are bought by men willing to pay them to be sexually available, and they're both damaging acts...Unlike prostitutes, sugar babies have a delusion about their autonomy, they believe that paying their tuition without loans or carrying a Prada bag makes up for whatever they're giving away. These young women may act with bravado, but they often feel shame. The power inequality mostly benefits the daddy, leaving the baby as powerless and dependent as her namesake.¹²

Criticism came from the sex industry itself, including a legal Nevada brothel which claimed the site was using evasive language to deflect investigation from authorities while undercutting licenced businesses. (Sex industry profits had been in decline for some years thanks, in part, to the proliferation of free online pornography and hookup sites/apps like Tinder which made accessing casual sex discreet and convenient for many users. The internet also made it viable for significantly more sex workers to freelance and combine paid sex with other employment.¹³) Yet, for the time being, it appeared that Seeking Arrangement was on the right side of US law – just. Allen Lichtenstein, a Las Vegas attorney specialising in first amendment issues, explained that for the law to be broken there needed to be a 'meeting of the minds' i.e. that the parties to the encounter were clearly trading sex for money. Without an immediate sex-for-payment exchange, the transaction entered a legal grey zone. 'Any relationship that is an ongoing one that's not purely about sex but may have a sexual aspect to it, you can't really classify as prostitution. It would simply cover too much ground,' Lichtenstein said, noting that some marriages where there were great disparities in financial resources could come under a broadened definition.¹⁴

'When people think about sex work, they think of a poor, drug-addicted woman living in the street with a pimp, down on their luck,' said Barbara G. Brents, researcher and co-author of *The State of Sex: Tourism, Sex and Sin in the New American Heartland*. 'In reality, the culture is exceedingly diverse and college students using these sites are but another example of this kind of diversity.' With few

¹¹ <http://www.theatlantic.com/education/archive/2014/09/how-sugar-daddies-are-financing-college-education/379533/>

¹² <http://www.cosmopolitan.com/lifestyle/advice/a5090/sugar-babies/>

¹³ <http://www.economist.com/news/briefing/21611074-how-new-technology-shaking-up-oldest-business-more-bang-your-buck>

¹⁴ http://www.huffingtonpost.com/2011/07/29/seeking-arrangement-college-students_n_913373.html?page=3

exceptions, Brents found that most women she interviewed didn't identify as prostitutes or view their participation as anything more than transitory. 'These college women didn't see themselves as sex workers, but women doing straight-up prostitution often don't see themselves that way either,' said Brents. 'Drawing that line and making that distinction may be necessary psychologically, but in material facts it's quite a blurry line.'¹⁵

Shifting attitudes, new realities

These fuzzy boundaries and Seeking Arrangement's marketing approach seemed to make it easier for women considering the site, as one journalist wrote, 'When a friend of mine started to think about joining Seeking Arrangement in our senior year, she told me the site was extremely popular among college students. She said tons of girls at Columbia and NYU had profiles to help pay tuition bills. This made the website seem safer, and less like prostitution. If half the women on the site really were college students—and the guys had a particular interest in meeting college students—maybe the work wasn't just purely physical. Maybe it really was about the conversation and companionship, not just the sex'.¹⁶ Wrote another:

By actively seeking out college students, and publicizing the high numbers already in its ranks, Seeking Arrangement makes it easier for smart, young women with bright futures to rationalize the decision to join Seeking Arrangement: If so many college women are signing up for the site, it must be something different. It must be more socially acceptable somehow. It can't really be prostitution.¹⁷

Members on both sides of transactions tended to take that view, including 'Jennifer' a young woman who had joined a site similar to Seeking Arrangement and recounted her story for the *Huffington Post*:

'I'm honestly surprised there aren't more college students doing this,' says Jennifer, not blinking. She's a 23-year-old recent graduate of Sarah Lawrence College. Fed up with young, unemployed men her own age, Jennifer recently began trawling for a sugar daddy to pay down about \$20,000 in student loan debt. She also wouldn't mind a clothing allowance or rent money for her studio apartment in New York's East Village. A week ago, she boarded a plane to Florida to spend the weekend with a 30-something banker she met on SugarDaddie.com. He told her his house was undergoing a renovation and instead drove her to a nearby hotel, where they spent the night together.'

'Yeah, sure, he could have been a psycho, a killer,' says Jennifer over breakfast... 'Barring rape or death, what's the worst thing that could happen to me?' At the end of the weekend, the man handed her 10 crisp \$100 bills. They next plan to rendezvous in Orlando in August. Jennifer doesn't label what she's doing as prostitution. 'I'm not a whore. Whores are paid by the hour, can have a high volume of clients in a given day, and it's based on money, not on who the individual actually is. There's no feeling involved and the entire interaction revolves around a sexual act.'¹⁸

University student 'Taylor' didn't see herself as a sex worker either but found her experience harder to reconcile:

'I just wanted to get it over and done with as quickly as possible,' recalls Taylor, forcing out a nervous smile. 'I just wanted to get out of that situation as safely as possible, pay off my debt, and move on.' While she and her host hadn't agreed to a set amount of money, on the drive back to the train station in Greenwich he handed her \$350 in cash. She pocketed the envelope, seeing it as decent money for half a day's work. But once on the train and no longer worried for her safety, she started to agonize over what she had just done.

'I never thought it would come to this. I got on the train and I felt dirty. I mean, I had just gotten money for having sex,' says Taylor, who never heard from the guy in Greenwich again. 'I guess I accomplished

¹⁵ http://www.huffingtonpost.com/2011/07/29/seeking-arrangement-college-students_n_913373.html?page=3

¹⁶ <http://www.theatlantic.com/education/archive/2014/09/how-sugar-daddies-are-financing-college-education/379533/>

¹⁷ <http://www.dailydot.com/lifestyle/seeking-arrangement-sugar-baby/>

¹⁸ http://www.huffingtonpost.com/2011/07/29/seeking-arrangement-college-students_n_913373.html?page=3

what I needed to do. I needed the money for school. I just did what needed to be done.' And she's still doing what needs to be done. With tuition due in September to pay for her last semester of college, Taylor's back on the hunt for other, more lucrative online hookups.¹⁹

College student 'Mila' was an exception, comfortable labelling her arrangements as sexual labour. She intended to continue sugar dating until graduation, as an alternative to more mainstream employment. After initial screening, most dates involved some form of intimate contact but she found suppressing her personality more challenging: 'That's the only thing that sometimes bothers me, but it's so temporary. I just have to be super-agreeable for three or four more hours, and that's OK.'²⁰

Along with young women, Sugar Daddies preferred untraceable payments: 'Sometimes they buy a prepaid card or they will give you cash, or they will compensate you in gifts and things like that,' Mila said, 'They'll take you out or take you shopping where you spend like, \$3,000. Maybe you just want to be paid in Ugg boots, and some dudes are really happy to accommodate that.'²¹ One self-declared SD writing in the website forum also had clear objectives: 'I primarily use the sugar for three objectives, 1. date average girls I date in IRL [in real life] with less time and energy. 2. The main reason is to date girls who are above average and super hot that I could never date IRL [in real life], these are the girls I spend 400-750 [dollars] per meet for, not average girls. 3. get average and hot girls to do kinky and sexual things they wouldn't do if an allowance was not involved.'²²

For SBs, rising levels of student debt seemed to mitigate qualms about personal health and safety, and the stress of maintaining a double life. The average US undergraduate left college with close to \$30,000 in student loans.²³ For students taking prestigious courses in expensive cities, tuition fees and living expenses could exceed \$100,000 per annum. Internationally, students faced similar situations: rising fees, a flat job market, stagnant graduate salaries and many years of repayments. Part-time work was often difficult to find, poorly paid and hard to fit around demanding university schedules.

Two anthropology students at George Washington University, Elizabeth Nistico and Samuel Schall, studied 100 gay and straight sugar-babies who frequently cited the poor economy or debt as motivating factors.²⁴ On average, their relationships lasted between three and four months and SBs used the money to finance their education, though the authors believed that respondents would still be inclined to seek out Sugar Daddies in less straitened times. Results from a 2010 study of 315 students at a London university found nearly 17% would consider working the sex industry to fund their education and 11% were prepared to work as escorts (compared to 3% a decade earlier).²⁵ Around the same time, German researchers surveyed 3,200 students in Berlin, a third of whom saw sex work as a viable way to finance their studies; 30% of their Parisian counterparts agreed. A third of German students who reported being in sex work carried education-related debt.²⁶

Sugar Daddies also faced an element of risk. Data security for dating websites was an emerging issue: the 2015 hacking of adultery dating site Ashley Madison, and Sugar Daddy-style website Established Men, exposed the personal details of millions of past and present users. Meanwhile, some Sugar Daddies had reported incidents of fraud and extortion but victims were often reluctant to notify authorities. Seeking Arrangement also hit the headlines after a Google executive fatally overdosed on heroin supplied by a prostitute he met on the site. CEO Brandon Wade argued that Seeking Arrangement could not be held responsible for what members did offline and noted that his company

¹⁹ http://www.huffingtonpost.com/2011/07/29/seeking-arrangement-college-students_n_913373.html?page=3

²⁰ <http://www.dailydot.com/lifestyle/seeking-arrangement-sugar-baby/>

²¹ <http://www.dailydot.com/lifestyle/seeking-arrangement-sugar-baby/>

²² <http://hijacked.com.au/sugar-babies-on-the-rise>

²³ <http://ticas.org/posd/map-state-data>

²⁴ http://www.huffingtonpost.com/2011/07/29/seeking-arrangement-college-students_n_913373.html?page=3

²⁵ [http://myweb.dal.ca/mgoodyea/Documents/Academia/Participation%20in%20sex%20work%20Roberts%202010%20Sex%20Education%20%2010\(2\)%20145.pdf](http://myweb.dal.ca/mgoodyea/Documents/Academia/Participation%20in%20sex%20work%20Roberts%202010%20Sex%20Education%20%2010(2)%20145.pdf)

²⁶ http://www.huffingtonpost.com/2011/07/29/seeking-arrangement-college-students_n_913373.html?page=3

did advise members on how to avoid dangerous situations. The publicity didn't seem harmful; according to Wade, site traffic and membership sign-ups increased dramatically during the subsequent criminal trial.²⁷

Defending Sugar

Seeking Arrangement was adamant that the business had nothing to do with prostitution and that problems associated with the site were common to most dating platforms. 'It's a misconception that people have about our sites,' said PR spokesperson Angela Bermudo,

Because there's money or an item in exchange for a date, they are quick to see it as prostitution. Prostitution is a black and white exchange [of sex] for money. First of all, none of our sites actually allow you to solicit sex for money and we don't allow prostitutes on our sites...Anyone who's on the site expecting sex is not there for the right reason. There are such great men out there on the site. And they are doing it in order to help young women, who they see potential in. A lot of these sugar daddies love the mentoring aspect of being a sugar daddy. They get great joy out of seeing a woman go from, financial-wise, a blank slate, into a woman who is thriving in her own sense.²⁸

'There's a big difference between running a dating website and being a pimp,' said Wade. 'I don't make money from the money that the women get from the Sugar Daddies, nor am I promoting prostitution in any way. We're getting a subscription fee from a dating service that we're providing. I'd like to think of myself as a telecommunications service provider more than enabling a specific lifestyle.'²⁹ He asserted that sex is only part of the relationship that develops, and 'there is chemistry involved.... It's not a one-time exchange of money for sex. Most people who meet on the site don't have sex on the first date.... It's not very different from a rich husband or boyfriend giving money to a wife or girlfriend...The fact that people are brutally honest up front makes these relationships healthier than others where people beat around the bush.'³⁰

'For those that accuse me of exploiting girls, what about the reverse?' he asked. 'What about the young girls taking advantage of the wealthy older men? The relationships are mutually beneficial.' Rather than being desperate, 80% of students on the site were working towards a college degree, he pointed out. 'If users want to be prostitutes they can use Craigslist or many other sites.' For Wade, Seeking Arrangement simply reflected reality, 'All romantic relationships include money. When we were cavemen, men were hunting for food. The men who could get the most food were the most attractive... The men who get the most money will be the most successful in relationships. The world gets very uncomfortable when we put money up front, along with a person's looks and other superficial qualities, but the truth is: wealth is attractive. Money is also extremely practical.'³¹

He claimed that the site performed useful social functions, for instance, helping men stuck in loveless relationships for the sake of their children avoid family breakdown. '...as a guy...you have your sexual needs and wants... In a roundabout way, as morally wrong as that is, [the website is] providing a service that keeps the family unit together.'³² Furthermore, Seeking Arrangement helped students avoid debt. He asked why students should struggle when there are people 'happy to help them with the costs of pursuing an education', and sugaring might provide them with useful contacts or a job.³³

²⁷ <http://www.bizjournals.com/sanjose/news/2014/07/17/seekingarrangement-com-ceo-on-google-executives.html>

²⁸ https://www.vice.com/en_uk/read/seeking-arrangement-sugar-daddies-interview

²⁹ <http://www.thedailybeast.com/articles/2012/05/10/brandon-wade-the-man-behind-sugar-daddy-websites-miss-travel-and-seeking-arrangement.html>

³⁰ <http://blogs.wsj.com/law/2011/08/17/a-qa-with-brandon-wade-mr-sugar-daddy/>

³¹ <http://nyulocal.com/on-campus/2011/09/15/brandon-wade-ceo-of-seeking-arrangement-explains-why-nyu-has-so-many-sugar-babies/>

³² <http://www.thedailybeast.com/articles/2012/05/10/brandon-wade-the-man-behind-sugar-daddy-websites-miss-travel-and-seeking-arrangement.html>

³³ <http://www.independent.ie/irish-news/news/hundreds-of-broke-irish-students-searching-for-sugar-daddies-to-ease-their-financial-woes-30963123.html>

The government could also benefit. Wade argued that if fewer students needed loans and more graduates paid off their debts, public expenditure on higher education would fall.

Grey area or red light zone?

In early 2015, Seeking Arrangement issued an Australian press release discussing the implications of the Abbott government's proposed deregulation of university fees and what the site could offer local students. It also revealed the top three Australian universities for sign-ups: Griffith University, University of Sydney and Royal Melbourne Institute of Technology. However, Seeking Arrangement's purported 155,000 Australian members were potentially straying into a legal red light zone: 'These types of websites are of concern because they may breach the law and they may also place people in dangerous situations,' a South Australia Police spokesperson noted in a state where it was illegal to pay someone for sex. Meanwhile a Victoria Police representative said that 'websites like this are an emerging trend that Victoria Police is looking at closely in terms of current legislation'. Sex work³⁴ is legal in Victoria but under the law, brothels, independent escorts and agencies have to comply with numerous pieces of criminal, public health, consumer, planning and occupational health and safety legislation. For example, brothels and escort agencies are prohibited from advertising for sex workers or inducing someone to offer sexual services. Sex workers are also required to declare their earnings to the Australian Tax Office and Centrelink. Australian Adult Entertainment Industry spokesman William Albion, was also concerned about the emergence of sites like Seeking Arrangement and noted that the bulk of state and territory legislation concerning sex work pre-dated the internet. 'The internet is having a massive impact...we want the government to assist us,' he said. 'Competition is a good thing when you have a fair, level playing field. This is not a fair level playing field.'³⁵

Single mother, post-graduate student and full-time worker 'Ella' (29) was a Sydney-based Sugar Baby in an arrangement with a 50-something businessman who paid her \$A2000 per meeting. 'It's not sex for money, it's an exchange between two adults that have something to give each other, on levels far greater than just sexual...for me personally, it's much more about a mental connection with someone,' she insisted.³⁶ However, 'Ella' acknowledged that most men on the site were looking for sexual services. 'Ninety-five per cent of them will tell you: "I want to see you three times a week, for an hour each time." Well I'm sorry, you're not looking for a sugar arrangement, you're looking for an escort,' she said.³⁷

Although Australian students faced significant debt and uncertain futures, things had worked out well for Brandon Wade. In 2012, he married Tanya, one of his Ukrainian employees and 20 years his junior. During a GQ interview she revealed somewhat different attitudes to love and relationships:

I ask Tanya whether Wade would be as attractive if he lost all his money.

'Yes. I tell him sometimes, I wish you didn't have this business and you didn't have all this money. The problem most people have once they get rich is that they are not able to enjoy the simple, small things that surround them.'

Like what?

'I don't know. Like when you're walking through the city and you see autumn is coming and those colourful leaves that are turning red and yellow and green. I'm, like, wow! Look! But he's focused and doesn't see any of it. There's more to life than money.'³⁸

³⁴ Under the 1994 Sex Work Act 'sex work' is defined as 'the provision by one person to or for another person...of sexual services in return for payment or reward' which includes any form of commercial consideration.

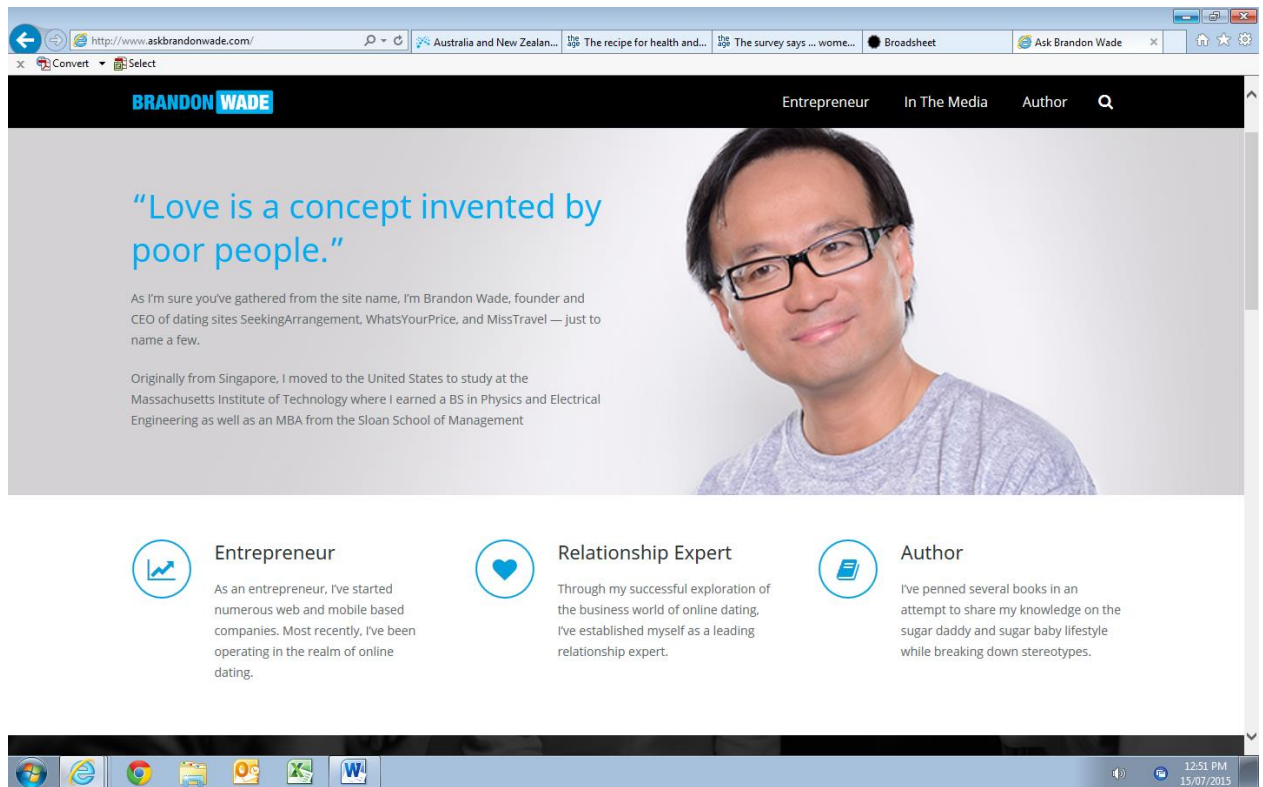
³⁵ <http://www.abc.net.au/news/2015-03-01/sugar-daddy-dating-website-may-break-sex-laws-police-say/6269250>

³⁶ <http://www.abc.net.au/news/2015-03-01/sugar-daddy-dating-website-may-break-sex-laws-police-say/6269250>

³⁷ <http://www.abc.net.au/news/2015-03-01/sugar-daddy-dating-website-may-break-sex-laws-police-say/6269250>

³⁸ <http://www.gq-magazine.co.uk/comment/articles/2012-03/01/seeking-arrangement-sugar-babies-daddies/page/3>

Exhibit A: Brandon Wade Bio



The screenshot shows a web browser window with the URL <http://www.askbrandonwade.com/>. The website has a black header with the "BRANDON WADE" logo in blue and white, and navigation links for "Entrepreneur", "In The Media", and "Author". A search icon is also present. Below the header is a large grey section featuring a quote in blue: "Love is a concept invented by poor people." To the right of the quote is a portrait of Brandon Wade, a man with glasses and a grey shirt. Below the quote, there is a paragraph of text: "As I'm sure you've gathered from the site name, I'm Brandon Wade, founder and CEO of dating sites SeekingArrangement, WhatsYourPrice, and MissTravel — just to name a few." Another paragraph follows: "Originally from Singapore, I moved to the United States to study at the Massachusetts Institute of Technology where I earned a BS in Physics and Electrical Engineering as well as an MBA from the Sloan School of Management". Below this section are three columns, each with a circular icon and a title: "Entrepreneur" (with a line graph icon), "Relationship Expert" (with a heart icon), and "Author" (with a book icon). Each column contains a short paragraph describing his experience. The bottom of the browser window shows a taskbar with various application icons and a system clock indicating 12:51 PM on 15/07/2015.

BRANDON WADE Entrepreneur In The Media Author

"Love is a concept invented by poor people."

As I'm sure you've gathered from the site name, I'm Brandon Wade, founder and CEO of dating sites SeekingArrangement, WhatsYourPrice, and MissTravel — just to name a few.

Originally from Singapore, I moved to the United States to study at the Massachusetts Institute of Technology where I earned a BS in Physics and Electrical Engineering as well as an MBA from the Sloan School of Management

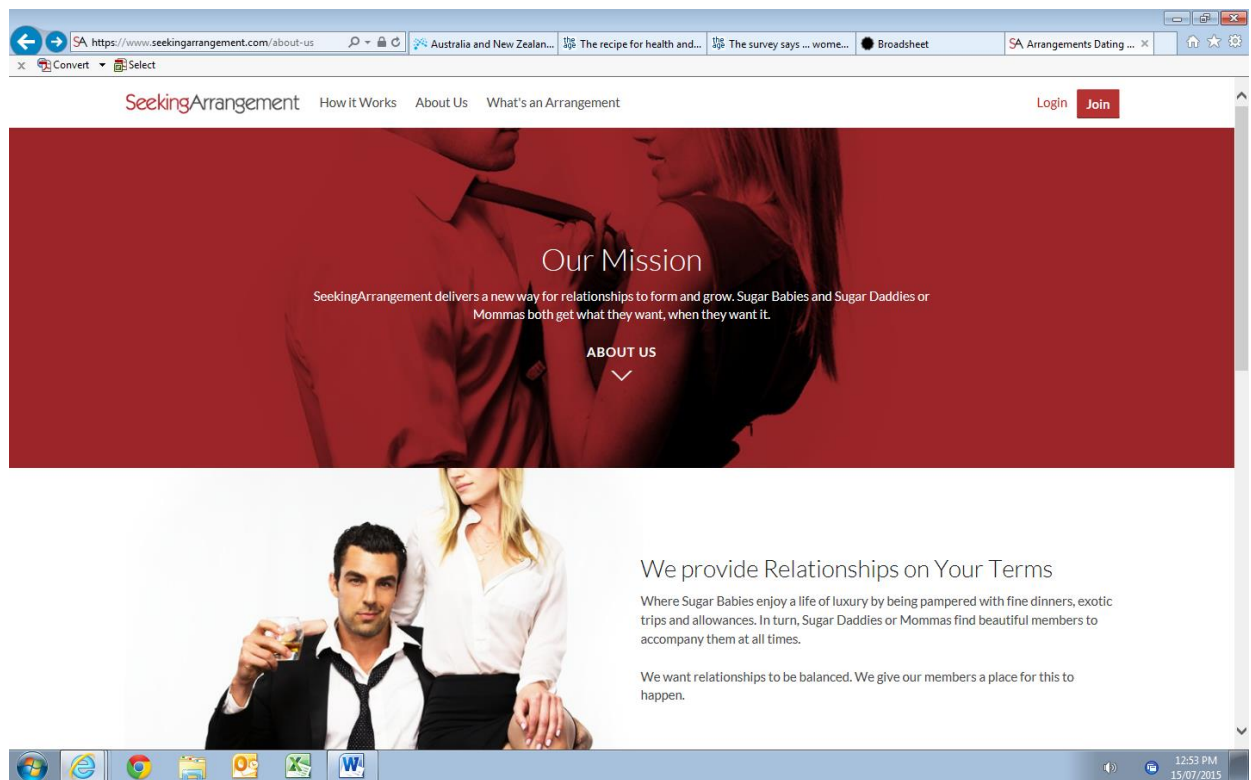
Entrepreneur
As an entrepreneur, I've started numerous web and mobile based companies. Most recently, I've been operating in the realm of online dating.

Relationship Expert
Through my successful exploration of the business world of online dating, I've established myself as a leading relationship expert.

Author
I've penned several books in an attempt to share my knowledge on the sugar daddy and sugar baby lifestyle while breaking down stereotypes.

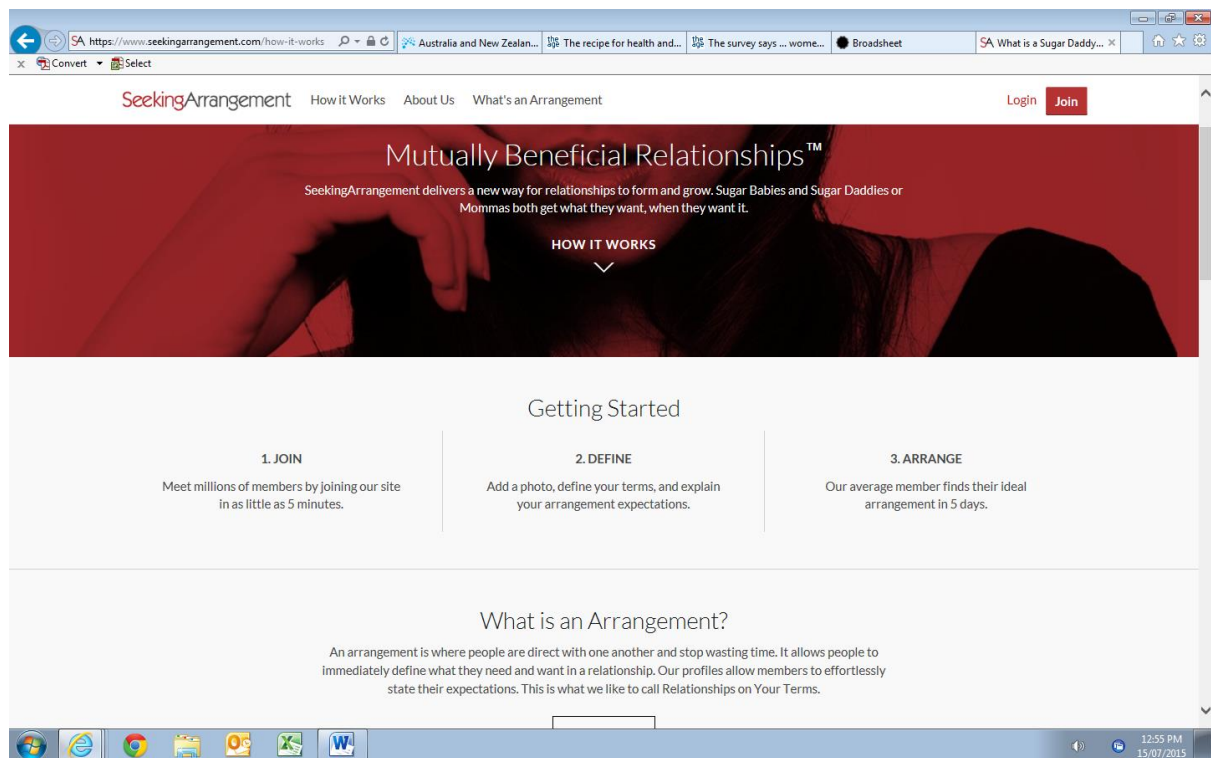
Source: seekingarrangement.com, accessed: July 2015

Exhibit B: Seeking Arrangement Mission



Source: seekingarrangement.com, accessed: July 2015

Exhibit C: Seeking Arrangement – How it works



Source: seekingarrangement.com, accessed: July 2015

Exhibit D: Sample profiles



Sugar Daddy : Adventurous and fun guy seeks similar woman

Name: Dave
Age: 36
Height: 1.83 meters (6' 0")
Body: Slim

Location: California, United States
Budget : Open - Amount Negotiable
Seeking: Sugar Baby (F)
Profile Created: October, 2011



Sugar Daddy : are you ready to have some fun

Name: Thomas
Age: 49
Height: 1.91 meters (6' 3")
Body: Athletic

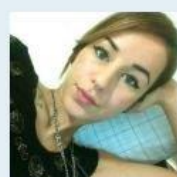
Location: Illinois, United States
Budget : Open - Amount Negotiable
Seeking: Sugar Baby (F)
Profile Created: January, 2012



Sugar Daddy : Are you in?

Name: Michael
Age: 43
Height: 1.78 meters (5' 10")
Body: Athletic

Location: California, United States
Budget : Open - Amount Negotiable
Seeking: Sugar Baby (F)
Profile Created: July, 2011



Sugar Baby (F) : Aloha!

Name: Nina
Age: 19
Height: 1.68 meters (5' 6")
Body: Slim

Location: Ontario, Canada
Expect : Open - Amount Negotiable
Seeking: Sugar Daddy
Profile Created: January, 2012



Sugar Baby (F) : blonde & bubbly! xxx

Name: xxx Gorgeous xxx
Age: 23
Height: 1.78 meters (5' 10")
Body: Slim

Location: Other, United Kingdom
Expect : US\$5,001 - \$10,000 monthly
Seeking: Sugar Daddy, Sugar Mommy
Profile Created: May, 2008



Sugar Baby (F) : Sexy , sweet & classy ORIENTAL babe !!

Name: Jenny
Age: 25
Height: 1.68 meters (5' 6")
Body: Slim

Location: England - Greater London, United Kingdom
Expect : Open - Amount Negotiable
Seeking: Sugar Daddy
Profile Created: April, 2008

Source: <http://www.businessinsider.com.au/brandon-wade-of-seekingarrangment-biography-2014-3?op=1#youve-heard-the-founders-story-now-take-a-look-at-his-customers--27>

Exhibit E: Seeking Arrangement online advertisement



Source: <http://www.businessinsider.com.au/brandon-wade-of-seekingarrangement-biography-2014-3?op=1#youve-heard-the-founders-story-now-take-a-look-at-his-customers--27>

Exhibit F: Seeking Arrangement Sugar Baby Summit

The screenshot shows a web browser window with the URL <http://www.eventbrite.com/e/sugar-baby-summit-tickets-15736830283?aff=es2>. The page title is "Sugar Baby Summit Tickets, New York | Eventbrite". The main content area on the left describes the event, which is a gathering of Sugar Babies looking for advice from experts. It includes sections for "What", "Why should you go?", "Courses will include:", "Sugar 101: Sugar For Beginners", "Sugar 102: Breaking Sweet and Staying Safe", "Master Class", "Sugar Funds Management", "Sugar Baby Style", "Hot Topics — Final Panel", and "PARTY F.A.Q.". The right sidebar contains event details: "Friday, June 12, 2015 from 1:00 PM to 5:00 PM (EDT)", a link to "Add to my calendar", an "Organizer" section for "SeekingArrangement.com" with a description of the website and contact information, and a "Contact the Organizer" button. Below the organizer section are links to the organizer's profile, website, Facebook page, and Twitter account. At the bottom of the sidebar, there are tags for "Sugar Baby Summit", "New York, NY Events", "Conference", and "Hobbies". The Windows taskbar at the bottom shows the time as 4:10 PM on 21/07/2015.

Sugar Babies from NYC and beyond are invited to attend the first-ever Sugar Baby Summit, which includes seminars taught by Sugar experts, insight from financial advisors, and a welcome from our surprise keynote speaker.

What

Sugar Baby Summit is a gathering of Sugar Babies looking for advice from experts teaching the best practices to enhance their experiences on SeekingArrangement. The Summit will be followed by a Sugar Baby and Sugar Daddy mixer to follow. Attendees of Sugar Baby Summit will receive a ticket to The SeekingArrangement Party that follow.

Why should you go?

Sugar Baby Summit is your chance to meet and talk to other women in the lifestyle and learn how to maximize your Sugar. For novices and experienced Sugar Babies alike, this conference will shine a light on the most effective strategies to make Sugar dating work for you to secure a lucrative relationship on SeekingArrangement.

All Sugar Babies in attendance will be entered to win prizes, and everyone leaves with swag!

Courses will include:

Sugar 101: Sugar For Beginners
This seminar is a beginner's guide to the Sugar experience. Discussions will focus on the basics of this lifestyle and how to get the most out of your SeekingArrangement profile.

Sugar 102: Breaking Sweet and Staying Safe
The second course in the Beginner's Track goes into detail about how to separate your Sugar life and "regular" life, as well as explaining this lifestyle to your friends and family. We will also discuss safety concerns and how to stay protected on the site.

Master Class
This session for more-experienced Sugar Babies is all about marketing yourself and getting to the "next level" of Sugar. It will include how to date a high-caliber Sugar Daddy, how to juggle multiple Daddies, and how to create an exit plan.

Sugar Funds Management
The second course of the Master Track will include tips on "upgrading" your Sugar and negotiating an allowance. Our financial expert explains the equation for Sugar savings and when and how to claim Sugar funds on your taxes.

Sugar Baby Style
This session is for everyone, and goes over proper styling for a Sugar date. A fashionista will be sharing some tricks of the trade for staying sharp on a budget. In addition, chosen Sugar Babies will show off trends for each body type, and our makeup expert will tell all about creating the perfect look.

Hot Topics — Final Panel
This final hour will bring together four seasoned Sugar experts to explore the myths and realities behind single-mom Sugar Babies, Brown Sugar, Married Daddies, and BDSM relationships.

PARTY F.A.Q.

What is appropriate attire?
Please wear business casual attire only. Upscale attire with heels is also acceptable.

Friday, June 12, 2015 from 1:00 PM to 5:00 PM (EDT)

[Add to my calendar](#)

Organizer

SeekingArrangement.com
Featured in the NY Times, 20/20, CNN, Dr. Phil and Dr. Drew, SeekingArrangement is the leading sugar daddy dating and sugar baby personals. Always FREE for Sugar Babies, we are the number one website for those seeking mutually beneficial relationships, we are a matchmaking personals for successful and wealthy benefactors, and attractive guys and girls.

For more information about the Sugar Party, please call +1-702-241-0100

[Contact the Organizer](#)

[View organizer profile](#)

<http://www.seekingarrangement.com>

[facebook.com/SeekingArrangement](https://www.facebook.com/SeekingArrangement)

[SeekArrangement](#)

7 past events on Eventbrite

Sugar Baby Summit

New York, NY Events Conference

Hobbies

Source: <http://www.eventbrite.com/e/sugar-baby-summit-tickets-15736830283?aff=es2>

Exhibit G: Seeking Arrangement Safety Tips

The screenshot shows a web browser window with the URL <https://www.seekingarrangement.com/help/safe>. The page is titled 'SeekingArrangement' and includes navigation links for 'How it Works', 'About Us', and 'What's an Arrangement'. There are 'Login' and 'Join' buttons in the top right corner. The breadcrumb trail reads 'Help Center » Stay Safe » General Safety'. On the left sidebar, 'Stay Safe' is selected, with sub-links for 'General Safety', 'Privacy', and 'Precautions'. A 'Report an issue' button is also present, with a note: '* Responses may take up to 24 hours'. The main content area is titled 'General Safety' and contains two sections: 'GENERAL SAFETY TIPS' and 'TAKE ACTION'. The 'GENERAL SAFETY TIPS' section lists three bullet points: meeting for lunch or coffee during the day, letting family/friends know where you are, and not accepting personal checks or MoneyGram. The 'TAKE ACTION' section lists five bullet points: reporting sexual offers for money, reporting escorts/prostitutes, reporting online harassment, reporting upfront money requests, and reporting requests for address/gifts. A disclaimer at the bottom states that the service is not an escort service and that profiles suspected of misuse will be banned.

SeekingArrangement How it Works About Us What's an Arrangement Login Join

Help Center » Stay Safe » General Safety

Help Center > General Safety

FAQ >

Stay Safe ▾

General Safety
Privacy
Precautions

Report an issue

* Responses may take up to 24 hours

General Safety

GENERAL SAFETY TIPS

- When meeting someone for the first time, meet them for lunch or coffee during the day.
- Always let your family or friends know before you meet someone the first time. Let them know where, when, and who you will be meeting.
- Don't accept personal checks or MoneyGram as a form of allowance. Members may cancel these payments without notice.

TAKE ACTION

- Report members who request sexual offers in exchange for money.
- Report members who identify themselves as escorts or prostitutes since this is strictly against our **terms of use**.
- Report any member guilty of online harassment.
- Report anyone who asks for money upfront and before meeting in person. This includes, but is not limited to sob stories asking for money, and individuals needing to pay their cell phone bills.
- Report members who ask for your address so they can send you gifts.

Disclaimer: An arrangement is not an escort service. SeekingArrangement in no way, shape or form supports escorts or prostitutes using our website for personal gain. Profiles suspect of this usage will be addressed by the SeekingArrangement Misconduct Team and banned from our website.

Source: <https://www.seekingarrangement.com/help/safe>