

3rd annual iDate award winners announced at 2012 Internet Dating Conference.

25 January, 2012



The winners of the 3rd annual iDate awards were announced last night during the 2012 Internet Dating Conference Awards Ceremony at the Miami [Internet Dating Super Conference](#).

Thousands of nominations and votes were cast online at [idateawards.com](#) for the the best and most innovative aspects of the online dating and matchmaking industry. The awards were organized by the Internet Dating Conference and Online Personals Watch.

Winners included standbys such as Match.com, OKCupid.com and Friendfinder. But new mobile dating app sites such as Grindr.com and Howaboutwe.com, received major props as well, reiterating that these new dating technologies that use GPS location devices to pinpoint potential love interests' immediate whereabouts are here to stay.

And the winners are:

Best Dating Site: OKCupid.com

Best Mobile Dating Site: Grindr.com

Best Marketing Campaign: Match.com

Best Dating Software: WhiteLabelDating.com

Most Innovative Company: OKCupid.com

Best Matchmaker: CupidsCoach.com/ eLove.com (Julie Ferman)

Lifetime Achievement Award: Gary Kremen, founder of Match.com

Best Payment System: [Paymentwall.com](#)

Best Dating Coach: Evan Marc Katz

Best Dating Affiliate Program: FriendFinder.com

Best Dating Site Design: OKCupid.com

Best New Technology: Grindr.com

Best Up and Coming Dating Site: HowAboutWe.com