

# SHI Symbol Now Has Sights On Massive U.S. 'Singles' Market



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Industry: [Internet & Online](#)

**Press Release Summary: SHI Symbol International - Concept Creators and Designers of the world renowned SHI Symbol for Singles - has successfully penetrated the Australian and UK Singles Market and now has expansion plans for various States of the USA.**

Press Release Body: **SHI Symbol International** helps Singles in Australia and the UK Meet their Match without even trying, and is now expanding bases to each US State.

Unique concept and branding in Australia and UK has ensured a strategically important market as there is nothing else like it in the world.

The enormous USA Singles Market (100.9 Million 'Single' people or 45.6% of the population as per USA Census 2000 data) is ripe for **SHI Symbol International** to position itself as the 21st Century answer to showing Single people how to clearly and easily Meet Their Match 24/7. In the same way a wearer of a wedding band clearly signifies "I am taken", the **SHI Symbol** which can be worn or used in many ways, such as a pendant, earrings, cufflinks, tie pins, lapel pins, on clothing,

attached to handbags, laptops, mobile/cell phones – the myriad of ways seems to be endless - is poised to be the Single persons fashion piece with a real purpose.

The expansion to the USA coincides with the recent release of Gay and Lesbian **SHI Symbols** so that the entire Singles Market is properly catered for.

With over 100.9 Million Singles in the USA alone, the market is massive and lucrative. One only has to look at the billions of dollars spent on Internet Dating alone to see the desire Singles have to “Meet Their Match”. With Valentine’s Day in just a few short weeks, the interest level in SHI Symbol has been increasing rapidly, assisted by the long awaited release recently of the **American SHI Symbol Website** [www.shisymbol.com](http://www.shisymbol.com).

The Company ***“SHI Symbol International has earned a reputation for developing the most successful Dating tool that works for the user 24/7, and we’re excited to have such a vast Singles market for capable and entrepreneurial business persons/investors to have the opportunity to get on board at the ‘ground floor level’ in various US States”*** said **Jan Pagonis, Managing Director of SHI Symbol International.**

This expansion will further serve to illustrate **SHI Symbol International’s** already strong and growing presence in the world market with this brilliant concept, by including the USA.

**About the Company**  
The **SHI Symbol Concept** was designed to help Singles - who are interested in meeting other Singles– to easily identify each other

The **SHI SYMBOL** (pronounced shy) is distinctive in design and based on the linking of the male (Mars) and female (Venus) gender symbols. Wearing a SHI Symbol identifies the wearer as being single, happy and interested in at least saying, “Hello.” From there who knows...?

**SHI Symbol** is so versatile it allows its users to wear or use it 24/7 in a variety of circumstances such as going to the park, swimming, at work, walking to the bus, jogging, sitting at a desk, at a meeting, at the local shopping centre, at the gym, playing blackjack, having a social drink somewhere and the list is virtually endless - that it definitely increases the opportunities for a Single to Meet their Match. This is why **SHI Symbol** is so successful.

Besides Headquarters in Australia, **SHI Symbol International** is represented by offices in the UK. Negotiations have commenced with interested parties in certain US States with further expressions of interest currently being accepted for remaining States.

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