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Clicck and GenePartner GMBH Unite to Conduct Revolutionary DNA Study on Gays and Lesbians

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NEW YORK, Nov. 5 /PRNewswire/ -- Is homosexuality a choice, or is it part of our biological makeup? In the last few decades the topic has raged around the world from dinner tables to courtrooms. There have been very few scientific studies dedicated to identifying whether there is "gay gene" or attempting to clarify a scientific standard in this debate.

The last major study was conducted 18 years ago by Harvard neuroscientist, Simon LeVay. His study involved research on the size of the hypothalamus as a determinant of sexual preference. In order to settle this debate once and for all, www.Clicck.com has signed an exclusive agreement with GenePartner, one of the world's leading genetic testing companies, and is currently engaged in collecting and identifying the genetic patterns found in the DNA of LGBT men and women. This will be one of the first studies done on live subjects and will also more importantly focus on the most basic foundation of human biology, DNA.

Christopher Brian Ovide, CEO of Cherub Media Ltd., (Clicck's parent company) has been driving this partnership: "Our hope is that there will be a positive correlation between the DNA of LGBTs with that of their heterosexual counterparts, much the same as that of LeVay's study, but if we find that is not the case we are prepared to continue the research and determine exactly what is the genetic basis for homosexuality." The two companies are quite confident that collaboration will result in a unique algorithm that proves once and for all that gay and lesbian individuals match along the same lines that straight individuals do and will be available to the LGBT community as an enhanced service on Clicck's website next year.

Scheduled to be released in Q1 of 2010, the "In Your Genes" genetic testing service will be provided as a premium add-on service to Clicck's members. The new disruptive technology website is leading the way in revolutionizing how people use online matchmaking services for connecting with suitable partners. This service will bolster its already impressive product offerings of facial analysis software, EyeKandy and its proprietary personality test, the Clicckability Test.

Clicck will be collaborating with GenePartner by collecting DNA samples from homosexuals (a simple swabbing of the cheek for 30 seconds) and their partners/or persons they indicate as attractive, in order to develop the new algorithm. All samples will be processed free of charge for the participant. These are anonymized so the processing laboratory does not have any access to personal data, and the DNA is destroyed once the analysis has been completed. Once the algorithm has been successfully developed, participants can receive their GenePartnerID number (It doesn't reveal any DNA information but is used to run biological matches with all other persons who also have a GenePartnerID) and they will be able to use it for biological matching on [Clicck.com](http://www.clicck.com).

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