

For Immediate Release

Contact: ChristianMingle.com
323.658.3000 P
323.658.3001 F
press@christianmingle.com

ChristianMingle® Offers Enlightenment with Believe.com™
Largest Christian Singles Network Launches New Content Site

Beverly Hills, Calif., August 24, 2010—Spark Networks®, Inc. (NYSE AMEX: LOV) today announced the launch of Believe.com, a new [faith-based content](#) destination serving the Christian community. Believe.com is a [Christian worship center](#) dedicated to increasing faith among Christians who want to strengthen their relationships with both Jesus Christ and others within the faith.

“Based upon member feedback, it became clear there was a need for a content destination site where devoted Christians could obtain advice, insights and interaction with other community members,” said Garry Poole, Advisory Board Member of ChristianMingle.com, which is owned and operated by Spark Networks. “We are confident Believe.com fulfills that need.”

Within the Believe.com Worship Center is compelling faith-based content encouraging interactive discussion and feedback. Believe.com also features sermons and spiritual thoughts in written, audio and video formats from Christian leaders of congregations and organizations across the country. Topics include encouraging relationship advice, raising children God’s way, following biblical financial principles to successful stewardship and many more.

Additional content elements include the Believe.com [Prayer Wall](#), [Searchable Bible](#) and Bible Verse of the Day, where readers can strengthen their religious faith and apply biblical passages to their everyday lives. The [Christian Testimonials](#) section offers readers the ability to grow their faith in God by witnessing God’s unchanging love at work in others’ life experiences, or by reading the testimonies of well known Christians such as sports stars Sam Bradford, Tony Dungy, Kaka, Amare Stoudemire and Tim Tebow.

“We’re excited about the prospect of Believe.com inspiring Christians to foster meaningful relationships while strengthening their most important relationship – their relationship with Jesus Christ,” said James Green, General Manager of ChristianMingle.com.

For more information, please visit www.Believe.com or www.ChristianMingle.com/believe/.

Follow ChristianMingle on Twitter at www.Twitter.com/christianmingle.

About ChristianMingle

ChristianMingle (www.ChristianMingle.com) is the leading online community for Christian singles. ChristianMingle is owned and operated by Spark Networks, Inc (www.Spark.net), one of the world’s leading providers of online personals services. Spark Networks’ shares trade on the NYSE Amex under the symbol “LOV” (NYSE Amex: LOV). In addition to ChristianMingle, the Spark Networks portfolio of consumer websites includes, among others, [Spark[®].com](http://Spark.com) (www.Spark.com), [BlackSingles.com[®]](http://BlackSingles.com) (www.BlackSingles.com), [SingleParentsMingle[®].com](http://SingleParentsMingle.com) (www.SingleParentsMingle.com) and [SingleSeniorsMeet[™].com](http://SingleSeniorsMeet.com) (www.singleseniorsmeet.com).