



SPARK NETWORKS™ REPORTS THIRD QUARTER 2005 FINANCIAL RESULTS

- JDate® Revenue Grows 7% to \$6.5 Million over Q3 '04 with 86% Contribution Margin in Q3 '05
- MingleMatch™ Acquisition Helps Drive 85% Revenue Growth of Other Businesses Segment vs. Q3 '04
- Company Adopts SFAS 123 (R)

BEVERLY HILLS, Calif., November 14, 2005 - Spark Networks plc, a leading provider of online personals services, today reported third quarter 2005 financial results.

Third Quarter Highlights

JDate continued to deliver steady growth in the third quarter of 2005, with contribution margin of 86% and revenue increasing 7% over the third quarter of last year.

An analysis of comScore Media Metrix data for the first nine months of 2005 revealed that JDate.com experienced more average daily visitors and page views than any other religion-focused online personals service in the United States.

Results for MingleMatch Inc., acquired by the company in May 2005, are included for the entire third quarter of 2005, and helped drive the 85% revenue growth of the Other Businesses segment in the third quarter of 2005 compared to the same quarter last year.

Beginning on July 1, 2005, the company began accounting for share options in accordance with the Statement of Financial Accounting Standards No. 123 (R), Share-Based Payment ("SFAS 123 (R)"), which means the quarter ending September 30, 2005 is the first quarter in which the company reflected compensation expenses associated with share options in its generally accepted accounting principles (GAAP) income statement. The company's implementation of SFAS 123 (R) in the third quarter of 2005 resulted in a reduction of the company's earnings by approximately \$1.4 million, or \$0.05 per share. It should be noted that the compensation expense recorded as part of SFAS 123 (R) is a non-cash expense and will never become a cash expense.

Also in the third quarter of 2005, the company expensed \$650,000 in costs which had been capitalized as part of the company's public offering process, for which a Registration Statement on Form S-1 was initially filed with the United States Securities and Exchange Commission (SEC) on March 10, 2005. Although the company is still in the process of registering with the SEC and seeking a listing for its American Depositary Shares (ADS) on a securities exchange in the United States, the company's decision to proceed with the registration and listing process unaccompanied by a sale of equity (as had been previously contemplated) requires that the previously capitalized costs be expensed.

“Had we not adopted SFAS 123 (R) and decided to pursue the U.S. listing without raising capital and, therefore, incurred the associated \$2.1 million non-cash accounting charges during the third quarter, we would have once again delivered strong EBITDA profitability,” stated David Siminoff, the company’s President and Chief Executive Officer. “Even taking those non-cash expenses into account, we significantly improved EBITDA performance compared to the third quarter of last year.”

In addition, the company’s Registration Statement on Form 10, which will make Spark Networks an SEC reporting company, will be effective tomorrow, November 15, 2005.

Financial Results

Revenue for the third quarter of 2005 was \$16.9 million, a decrease of 1%, compared to \$17.1 million, from the same period last year. Revenue for the nine months ended September 30, 2005 was \$48.9 million, an increase of 2%, compared to \$48.0 million, for the nine months ended September 30, 2004.

The company reported a net loss of \$2.2 million, or \$(0.08) per share, for the third quarter of 2005, compared to a net loss of \$3.0 million, or \$(0.13) per share, in the same period last year. Excluding the impact of the adoption of SFAS 123 (R) the company would have reported a net loss of \$754,000 for the third quarter of 2005.

For the nine months ended September 30, 2005, the company reported a net loss of \$1.0 million, or \$(0.04) per share, compared to a net loss of \$10.1 million, or \$(0.45) per share, for the nine months ended September 30, 2004. Excluding the impact of the adoption of SFAS 123 (R) the company would have reported a net profit of \$374,000 for the first nine months of 2005.

EBITDA⁽¹⁾ loss for the third quarter of 2005 was \$608,000, compared to an EBITDA loss of \$2.0 million in the same period last year. Excluding the impact of the adoption of SFAS 123 (R) the company would have reported an EBITDA gain of \$801,000 for the third quarter of 2005. The company reported an EBITDA profit of \$2.8 million for the nine months ended September 30, 2005, compared to an EBITDA loss of \$7.2 million, for the nine months ended September 30, 2004. Excluding the impact of the adoption of SFAS 123 (R) the company would have reported an EBITDA profit of \$4.2 million for the first nine months of 2005.

Segment Reporting²

The company reported third quarter 2005 revenue for its JDate segment of \$6.5 million, an increase of 7%, compared to \$6.0 million, from the same period last year. JDate revenue for the nine months ended September 30, 2005 was \$19.2 million, an increase of 9%, compared to \$17.6 million, for the nine months ended September 30, 2004.

Third quarter 2005 revenue for the company’s AmericanSingles[®] segment was \$7.2 million, a decrease of 23%, compared to \$9.3 million, from the same period last year. AmericanSingles revenue for the nine months ended September 30, 2005 was \$22.5 million, a decrease of 15%, compared to \$26.6 million, for the nine months ended September 30, 2004.

Third quarter 2005 revenue for the company's Other Businesses segment was \$3.3 million, an increase of 86%, compared to \$1.8 million, from the same period last year. Other Businesses revenue for the nine months ended September 30, 2005 was \$7.2 million, an increase of 91%, compared to \$3.8 million, for the nine months ended September 30, 2004.

"Our acquisition of MingleMatch, in the second quarter, helped drive the performance of our Other Businesses segment," stated Mr. Siminoff. "As we have previously stated, in the first quarter of this year, we re-oriented management of our marketing program and significantly cut marketing spending for AmericanSingles, which continued to impact revenue for that segment."

Business Metrics

Average paying subscribers for the company's JDate segment were 69,600 during the third quarter of 2005, an increase of 2%, compared to 68,400, from the same period last year. For the nine months ended September 30, 2005, average paying subscribers for JDate were 69,400, a decrease of 1%, compared to 70,300, for the nine months ended September 30, 2004.

Average paying subscribers for the company's AmericanSingles segment were 98,600 during the third quarter of 2005, a decrease of 30%, compared to 140,800, from the same period last year. For the nine months ended September 30, 2005, average paying subscribers for AmericanSingles were 109,800, a decrease of 18%, compared to 133,500, for the nine months ended September 30, 2004.

Average paying subscribers for the company's Other Businesses segment were 52,600 during the third quarter of 2005, an increase of 72%, compared to 30,500, from the same period last year. For the nine months ended September 30, 2005, average paying subscribers for the company's Other Businesses were 39,500, an increase of 85%, compared to 21,400, for the nine months ended September 30, 2004.

Average paying subscribers for the company, as a whole, in the third quarter of 2005 were approximately 220,800, a decrease of 8%, compared to 239,700, from the same period last year. For the nine months ended September 30, 2005, average paying subscribers were 218,700, a decrease of 3%, compared to 225,100, for the nine months ended September 30, 2004.

Direct subscriber acquisition cost³ (SAC) for the company's JDate segment in the third quarter of 2005 was \$15.84, an increase of 79%, compared to \$8.84, from the same period last year. For the nine months ended September 30, 2005, SAC for the company's JDate segment totaled \$12.89, an increase of 77%, compared to \$7.27, for the nine months ended September 30, 2004.

SAC for the company's AmericanSingles segment in the third quarter of 2005 was \$39.35, a decrease of 16%, compared to \$46.90, from the same period last year. For the nine months ended September 30, 2005, SAC for the company's AmericanSingles segment totaled \$35.42, a decrease of 22%, compared to \$45.39, for the nine months ended September 30, 2004.

SAC for the company's Other Businesses segment in the third quarter of 2005 was \$28.08, a decrease of 30%, compared to \$39.99, from the same period last year. For the

nine months ended September 30, 2005, SAC for the company's Other Businesses segment totaled \$35.17, an increase of 1%, compared to \$34.73, for the nine months ended September 30, 2004.

SAC for the company, as a whole, in the third quarter of 2005 was \$30.23, a decrease of 19%, compared to \$37.41, from the same period last year. For the nine months ended September 30, 2005, SAC totaled \$28.67, a decrease of 19%, compared to \$35.25, for the nine months ended September 30, 2004.

"The increasing subscriber acquisition cost for JDate is reflective of the additional capital we have deployed to enhance the JDate brand, with billboards like the ones that can be seen in Times Square in New York and along Sunset Boulevard in Los Angeles," stated Mr. Siminoff. "The decrease in subscriber acquisition cost for AmericanSingles is a direct result of the re-orientation of the management of our marketing program which resulted in the reduced AmericanSingles marketing spend."

Investor Conference Call:

The company will discuss its financial results during a live teleconference today at 10:30 a.m. Pacific time (US & Canada) and 7:30 p.m. Frankfurt time.

Call Title: Spark Networks plc 3rd Quarter 2005 Results
Toll-Free (United States): +1-800-370-0898
International: +1-973-409-9260

On March 10, 2005, Spark Networks announced that it filed a registration statement, on Form S-1, with the United States Securities and Exchange Commission (SEC) for a proposed public offering. The company filed a first amendment to the S-1 on September 16, 2005 and a second amendment on November 7, 2005. As a result of the filing, the Company is in a "quiet period" which extends from the time a company files a registration statement with the SEC until the SEC staff declares the registration statement "effective." During this period, as dictated by United States securities laws, the Company is limited in the amount of information that it can release to the public and unable to legally provide any further outlook.

About Spark Networks plc:

Spark Networks plc's Global Depositary Shares trade on the Frankfurt Stock Exchange (FSE) under the symbol "MHJG". The Spark Networks portfolio of consumer websites includes, among others, JDate.com (www.jdate.com), AmericanSingles.com (www.americansingles.com), BlackSinglesConnection™.com (www.blacksinglesconnection.com) and ChristianMingle®.com (www.christianmingle.com). The company was formed in England in 1998.

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¹ EBITDA is defined as earnings before interest, taxes, depreciation and amortization.

² In accordance with Financial Accounting Standard No. 131, the company's financial reporting includes detailed data on three separate operating segments. The JDate segment consists of the company's *JDate.com* website and its co-branded websites. The AmericanSingles segment consists of the company's *AmericanSingles.com* website and its co-branded websites. The Other Businesses segment consists of all of the company's other websites and businesses and gives effect to the MingleMatch acquisition on May 19, 2005.

³ Direct subscriber acquisition cost is defined as total direct marketing costs divided by the number of new paying subscribers during the period. This represents the average cost of acquiring a new paying subscriber during the period.

(Consolidated financial statements to follow)

SPARK NETWORKS PLC
(formerly known as MatchNet plc)
CONSOLIDATED BALANCE SHEETS
(unaudited, in thousands, except share data)

	<u>September 30,</u> <u>2005</u>	<u>December 31,</u> <u>2004</u>
Assets		
Current assets:		
Cash and cash equivalents.....	\$ 8,471	\$ 4,265
Marketable securities	197	3,158
Accounts receivable, net of allowance of \$13 for September 30, 2005 and December 31, 2004..	1,151	641
Restricted cash	1,401	1,330
Advances to employees.....	--	20
Prepaid expenses and other	1,187	879
Total current assets	<u>12,407</u>	<u>10,293</u>
Property and equipment, net	5,237	6,467
Goodwill, net.....	15,528	7,955
Intangible assets, net.....	4,862	1,069
Investment in noncontrolled affiliate	1,112	1,167
Deposits and other assets	327	408
Total assets	<u>\$ 39,473</u>	<u>\$ 27,359</u>
Liabilities and Shareholders' Equity		
Current liabilities:		
Accounts payable.....	\$ 2,597	\$ 3,014
Accrued liabilities.....	4,802	8,052
Deferred revenue	4,099	3,933
Notes payable – current portion.....	10,517	400
Current portion of obligations under capital leases....	--	173
Total current liabilities	<u>22,015</u>	<u>15,572</u>
Other liabilities	240	--
Notes payable – long term	900	1,300
Total liabilities	<u>23,155</u>	<u>16,872</u>
Shares subject to rescission	3,819	3,819
Commitments and contingencies.....	--	--
Shareholders' equity:		
Authorized capital £800,000 divided into 80,000,000 ordinary shares of 1p each; issued and outstanding 26,209,496 shares as of September 30, 2005 and 24,587,351 shares as of December 31, 2004, at a stated value of:	432	401
Additional paid-in-capital	57,119	50,423
Deferred share-based compensation.....	-	(305)
Accumulated other comprehensive (loss)	(299)	(13)
Notes receivable from employees.....	(83)	(203)
Accumulated deficit.....	(44,670)	(43,635)
Total shareholders' equity	<u>12,499</u>	<u>6,668</u>
Total liabilities and shareholders' equity.....	<u>\$ 39,473</u>	<u>\$ 27,359</u>

SPARK NETWORKS PLC
(formerly known as MatchNet plc)

CONSOLIDATED STATEMENTS OF OPERATIONS*
(unaudited, in thousands, except per share data)

	<u>Three Months Ended</u> <u>September 30,</u>		<u>Nine Months Ended</u> <u>September 30,</u>	
	<u>2005</u>	<u>2004</u>	<u>2005</u>	<u>2004</u>
Net revenues	\$ 16,935	\$ 17,138	\$ 48,925	\$ 48,000
Direct marketing expenses.....	<u>7,073</u>	<u>8,748</u>	<u>18,352</u>	<u>24,612</u>
Contribution margin	9,862	8,390	30,573	23,388
Operating expenses:				
Indirect marketing (includes \$10 of share-based compensation (SBC)).....	255	881	758	1,932
Customer service (includes \$22 of SBC).....	650	723	1,787	2,601
Technical operations (includes \$168 of SBC).....	1,898	1,861	4,848	5,179
Product development (includes \$124 of SBC).....	1,059	505	2,949	1,376
General and administrative (includes \$1,085 of SBC)	7,586	8,469	20,098	20,547
Share-based compensation (not related to SFAS 123(R))	(57)	(1,239)	(85)	1,162
Amortization of intangible assets other than goodwill	<u>437</u>	<u>188</u>	<u>848</u>	<u>670</u>
Total operating expenses	<u>11,828</u>	<u>11,388</u>	<u>31,203</u>	<u>33,467</u>
Operating loss.....	(1,966)	(2,998)	(630)	(10,079)
Interest and other expenses, net	<u>141</u>	<u>(46)</u>	<u>285</u>	<u>(14)</u>
Loss before income taxes.....	(2,107)	(2,952)	(915)	(10,065)
Provision for income taxes	<u>56</u>	<u>-</u>	<u>120</u>	<u>1</u>
Net loss	<u><u>\$ (2,163)</u></u>	<u><u>\$ (2,952)</u></u>	<u><u>\$ (1,035)</u></u>	<u><u>\$ (10,066)</u></u>
Net loss per share – basic & diluted	<u>\$ (0.08)</u>	<u>\$ (0.13)</u>	<u>\$ (0.04)</u>	<u>\$ (0.45)</u>
Weighted average shares outstanding – basic & diluted	26,080	23,356	25,621	22,139

*See the Pro Forma Consolidated Statement of Operations for operating results not including share-based compensation

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**CONSOLIDATED STATEMENTS OF
SHAREHOLDERS' EQUITY**
(unaudited, in thousands)

	<u>Ordinary Shares</u>		<u>Addition -al Paid-in Capital</u>	<u>Deferred Share Compen- sation</u>	<u>Compre- hensive Income (Loss)</u>	<u>Notes Receivable from Employees</u>	<u>Accumu- lated Deficit</u>	<u>Total Share- holders' Equity</u>
	<u>Shares</u>	<u>Amount</u>						
BALANCE, December 31, 2004	24,587	\$ 401	\$ 50,423	\$ (305)	\$ (13)	\$ (203)	\$ (43,635)	\$ 6,668
Issuance of ordinary shares upon exercise of share option and warrants	1,273	24	2,803	--	--	--	--	2,827
Issuance of ordinary shares for acquisition	150	3	1,076	--	--	--	--	1,079
Issuance of ordinary shares for settlement	200	4	1,797	--	--	--	--	1,801
Unrealized loss on marketable securities	--	--	--	--	114	--	--	114
Foreign currency translation adjustment	--	--	--	--	(400)	--	--	(400)
Share based compensation .	--	--	1,020	305	--	--	--	1,325
Issuance of loans to employees	--	--	--	--	--	120	--	120
Net income	--	--	--	--	--	--	(1,035)	(1,035)
BALANCE, September 30, 2005	<u>26,210</u>	<u>\$ 432</u>	<u>\$ 57,119</u>	<u>\$ --</u>	<u>\$ (299)</u>	<u>\$ (83)</u>	<u>\$(44,670)</u>	<u>\$ 12,499</u>

SPARK NETWORKS PLC
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CONSOLIDATED STATEMENTS OF CASH FLOWS
(unaudited, in thousands)

	Nine Months Ended September 30,	
	2005	2004
Cash flows from operating activities:		
Net income (loss)	\$ (1,035)	\$ (10,066)
Adjustments to reconcile net loss to cash provided by (used in) operating activities:		
Depreciation and amortization	3,558	2,721
Share-based compensation	1,325	1,162
Shares issued for legal settlement.....	97	--
Loss from sale of marketable securities.....	106	--
Changes in operating assets and liabilities:		
Accounts receivable	(510)	(533)
Advances to employees and executives.....	140	226
Restricted cash.....	(71)	--
Prepaid expenses and other assets.....	116	(1,415)
Accounts payable and accrued liabilities	(2,168)	4,376
Other liabilities.....	(43)	--
Deferred revenue	166	973
Net cash provided by (used in) operating activities	<u>1,681</u>	<u>(2,556)</u>
Cash flows from investing activities:		
Sale of marketable securities.....	2,967	3,399
Purchases of marketable securities.....	--	(3,000)
Purchases of property and equipment.....	(1,318)	(4,554)
Purchases of businesses and intangible assets	--	(5,616)
Acquisition of MingleMatch, Inc., net of cash acquired ...	(1,778)	--
Net cash provided by (used in) investing activities.....	<u>(129)</u>	<u>(9,771)</u>
Cash flows from financing activities:		
Proceeds from issuance of ordinary shares	2,827	14,378
Principal payments of capital lease obligations	(173)	(235)
Net cash provided by financing activities	<u>2,654</u>	<u>14,143</u>
Net increase in cash.....	4,206	1,816
Cash and cash equivalents at beginning of year	4,265	2,035
Cash and cash equivalents at June 30, 2005.....	<u>\$ 8,471</u>	<u>\$ 3,851</u>
Supplemental disclosure of cash flow information:		
Cash paid, (received) for interest.....	\$ 2	\$ (25)
MingleMatch Inc. acquisition		
Short-term notes payable issued	\$ 10,000	\$ --
Fair value of ordinary shares issued	\$ 1,079	\$ --
Transaction costs.....	\$ 165	\$ --
Shares issued for legal settlement expensed in prior year	\$ 1,793	\$ --

SPARK NETWORKS PLC
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SEGMENT RESULTS FROM OPERATIONS
(unaudited, in thousands)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2005	2004	2005	2004
Net revenues				
JDate	\$ 6,457	\$ 6,025	\$ 19,161	\$ 17,623
AmericanSingles	7,173	9,331	22,526	26,584
Other Businesses	3,305	1,782	7,238	3,793
Total net revenues	<u>\$ 16,935</u>	<u>\$ 17,138</u>	<u>\$ 48,925</u>	<u>\$ 48,000</u>
Direct marketing expenses				
JDate	\$ 901	\$ 455	\$ 2,110	\$ 1,152
AmericanSingles	4,001	6,894	11,570	20,288
Other Businesses	2,171	1,399	4,672	3,172
Total direct marketing expenses.....	<u>\$ 7,073</u>	<u>\$ 8,748</u>	<u>\$ 18,352</u>	<u>\$ 24,612</u>
Contribution margin				
JDate	\$ 5,556	\$ 5,570	\$ 17,051	\$ 16,471
AmericanSingles	3,172	2,437	10,956	6,296
Other Businesses	1,134	383	2,566	621
Total contribution margin	<u>\$ 9,862</u>	<u>\$ 8,390</u>	<u>\$ 30,573</u>	<u>\$ 23,388</u>

SPARK NETWORKS PLC
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SEGMENT METRICS
(For the Period)

	Three Months Ended		Nine Months Ended	
	September 30		September 30	
	<u>2005</u>	<u>2004</u>	<u>2005</u>	<u>2004</u>
Average Paying Subscribers (in thousands):				
JDate	69.6	68.4	69.4	70.3
AmericanSingles	98.6	140.8	109.8	133.5
Other Businesses	52.6	30.5	39.5	21.4
Total	<u>220.8</u>	<u>239.7</u>	<u>218.7</u>	<u>225.2</u>
Average Monthly Net Revenue per Paying Subscriber:				
JDate	\$30.95	\$29.37	\$30.69	\$27.88
AmericanSingles	24.24	22.09	22.87	22.43
Other Businesses	16.73	16.84	17.74	16.44
Total	24.57	23.50	24.36	23.53
Direct Subscriber Acquisition Cost:				
JDate	\$15.84	\$8.84	\$12.89	\$7.27
AmericanSingles	39.35	46.90	35.42	45.39
Other Businesses	28.08	39.99	35.17	34.73
Total	30.23	37.41	28.67	35.25
Monthly Subscriber Churn:				
JDate	26.0 %	25.2 %	26.2 %	25.7 %
AmericanSingles	36.7	34.8	36.7	35.4
Other Businesses	28.6	31.2	24.3	25.4
Total	31.4	31.2	31.2	31.4

SPARK NETWORKS PLC
(formerly known as MatchNet plc)

PRO FORMA STATEMENT OF CONSOLIDATED OPERATIONS & EBITDA
(unaudited, in thousands)

	Three Months Ended September 30,			
	2005 Spark Networks Consolidated (a)	Impact of SFAS 123 (R)	2005 Pro Forma Consolidated	2004 Spark Networks Consolidated (a)
Net revenues	\$ 16,935	\$ -	\$ 16,935	\$ 17,138
Direct marketing expenses	7,073	-	7,073	8,748
Contribution margin	9,862	-	9,862	8,390
Operating expenses:				
Indirect marketing	255	10	245	881
Customer service	650	22	628	723
Technical operations	1,898	168	1,730	1,861
Product development	1,059	124	935	505
General and administrative	7,586	1,085	6,501	8,469
Share-based compensation	(57)	-	(57)	(1,239)
Amortization of intangible assets other than goodwill	437	-	437	188
Impairment of long lived assets	-	-	-	-
Total operating expenses	11,828	1,409	10,419	11,388
Operating (loss) income	(1,966)	(1,409)	(557)	(2,998)
Interest (income) and other expenses, net	141	-	141	(46)
Pre-tax (loss) income	(2,107)	(1,409)	(698)	(2,952)
Income taxes	56	-	56	-
Net (loss) income	\$ (2,163)	\$ (1,409)	\$ (754)	\$ (2,952)
Interest expense	120	-	120	(46)
Income taxes	56	-	56	-
Depreciation	942	-	942	839
Amortization of intangible assets	437	-	437	188
EBITDA	\$ (608)	\$ (1,409)	\$ 801	\$ (1,971)
	Nine Months Ended September 30,			
	2005 Spark Networks Consolidated (a)	2005 Impact of SFAS 123 (R)	2005 Pro Forma Consolidated	2004 Spark Networks Consolidated (a)
Net revenues	\$ 48,925	\$ -	\$ 48,925	\$ 48,000
Direct marketing expenses	18,352	-	18,352	24,612
Contribution margin	30,573	-	30,573	23,388
Operating expenses:				
Indirect marketing	758	10	748	1,932
Customer service	1,787	22	1,765	2,601
Technical operations	4,848	168	4,680	5,179
Product development	2,949	124	2,825	1,376
General and administrative	20,098	1,085	19,013	20,547
Share-based compensation	(85)	-	(85)	1,162
Amortization of intangible assets other than goodwill	848	-	848	670
Impairment of long lived assets	-	-	-	-
Total operating expenses	31,203	1,409	29,794	33,467
Operating (loss) income	(630)	(1,409)	779	(10,079)
Interest (income) and other expenses, net	285	-	285	(14)
Pre-tax (loss) income	(915)	(1,409)	494	(10,065)
Income taxes	120	-	120	1
Net (loss) income	\$ (1,035)	\$ (1,409)	\$ 374	\$ (10,066)
Interest expense	112	-	112	(14)
Income taxes	120	-	120	1
Depreciation	2,710	-	2,710	2,208
Amortization of intangible assets	848	-	848	670
EBITDA	\$ 2,755	\$ (1,409)	\$ 4,164	\$ (7,201)

(a) Reported in accordance with generally accepted accounting principles