



Spark Networks® Relaunches Personals Website for African American Community

BlackSingles.com® launches with new name, improved design and enhanced search capabilities

BEVERLY HILLS, Calif., May 16, 2006 – Spark Networks (AMEX: LOV), a leading provider of online personals services, has relaunched its personals website for the African American community with a new look, enhanced features and a more recognizable name: BlackSingles.com (www.blacksingles.com).

Formerly known as BlackSinglesConnection, the new BlackSingles launches with over 250,000 active members and enhanced searching capabilities, including:

- Photo Shuffle – with a click of a button, members can view 35 new, randomly selected faces
- Updated Profiles – members can more easily view updated profiles and distinguish the most active members

“We think the new name will help to attract even more members to this fast-growing community,” stated David Siminoff, President and Chief Executive Officer of Spark Networks plc, owner and operator of BlackSingles.com. “We plan to add additional features in the near future that will not only provide BlackSingles.com members with a terrific online community but also help them meet other like-minded singles.”

About Spark Networks® plc:

Spark Networks is a leading provider of online personals services. The company operates approximately 25 online personals communities primarily focused on religious, ethnic or special interest groups. In addition to BlackSingles.com, the Spark Networks portfolio of consumer websites includes, among others, JDate®.com (www.jdate.com), AmericanSingles®.com (www.americansingles.com), Relationships.com™ (www.relationships.com) and PrimeSingles™.net (www.primesingles.net). The company's American Depositary Shares trade on the American Stock Exchange (AMEX:LOV), and its Global Depositary Shares trade on the Frankfurt Stock Exchange under the symbol “MHJG.”

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