



**JDate® Launches Online Magazine "JMag"
*Premiere Issue Features Musician Lisa Loeb and Actor Jeremy Piven***

Member-Generated Content Covers Everything from Jewish Singles to Celebrities

Beverly Hills, Calif., May 16, 2006 — "I believe in JDate and I believe that it's a great way for people to get out there and meet other people," said Lisa Loeb, Grammy-nominated musician and star of E!'s *#1 Single*, in the premiere issue of JDate's new online magazine, JMag. Loeb appears on the cover along with Jeremy Piven, a Golden Globe nominee for his role in the HBO series *Entourage* and star of *Keeping Up With The Steins*.

JMag is a unique online publication with member-generated content comprised of stories and essays submitted by JDaters for JDaters. It will also include exclusive interviews with Jewish celebrities and advice on today's dating trends, travel and fashion.

"JMag provides another way for JDaters to interact and build community beyond the features we already offer on the site," says David Siminoff, president and chief executive officer of Spark Networks plc, JDate's owner and operator. "We are very excited to have Lisa Loeb and Jeremy Piven, two terrific examples of successful Jewish singles that our members identify with, to help us launch JMag."

Regarding his personal experience with JDate, Piven remarked, "I remember I went to a JDate event and they all said, 'You know you're not Jewish!' and I was trying to convince them that I was Jewish. Let it be known that I am, indeed, Jewish."

JMag's premiere issue is available on JDate.com.

ABOUT JDATE

With over 600,000 active members worldwide, JDate is the leading online community for Jewish singles. JDate is owned and operated by Spark Networks plc, one of the world's leading providers of online personals services. Spark Networks' American Depositary Shares trade on the American Stock Exchange (AMEX) under the symbol "LOV." In addition to JDate (www.jdate.com) and JDate.co.il, the Spark Networks portfolio of consumer websites includes, among others, AmericanSingles®.com (www.americansingles.com), BlackSinglesConnection™.com (www.blacksinglesconnection.com), and Relationships.com™ (www.relationships.com).

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