



**AS ONLINE INTERACTIONS MORE CLOSELY RESEMBLE OFFLINE INTERACTIONS,
SPARK NETWORKS® LAUNCHES PRIVATE CALLING AND INTERACTIVE GAMES
WITH USERPLANE WEBCHAT AND WEBMESSENGER APPLICATIONS**

BEVERLY HILLS, Calif., November 29, 2006 - Spark Networks plc (AMEX: LOV), a leading provider of online personals services, announced today that it has launched live and anonymous calling and interactive games on a number of its online communities including AmericanSingles® (www.americansingles.com), Date.ca® (www.date.ca) and CollegeLuv® (www.collegeluv.com), via Userplane Webchat and Webmessenger applications.

"The leaders of the next generation of online personals sites will be those, like Spark Networks, who focus on making their websites more effective at smoothing the process of introduction," stated Greg Liberman, President and Chief Operating Officer of Spark Networks. "Anonymous calling gives singles an additional channel for communication, while games allow our members to get to know one another in a fun, low pressure way."

"Spark Networks has been a pioneer in online personals and community development since their inception. We are excited to have them as one of our first clients embracing our anonymous calling and games feature across their network of properties," said Michael Jones, CEO of Userplane. "We believe these features allow users to expand their online dating experience, and provide a safe way for users to communicate prior to meeting in person."

About Spark Networks plc:

Spark Networks' American Depository Shares trade on the American Stock Exchange under the symbol "LOV," and its Global Depository Shares trade on the Frankfurt Stock Exchange under the symbol "MHJG." The Spark Networks portfolio of consumer websites includes, among others, JDate®.com (www.jdate.com), AmericanSingles.com (www.americansingles.com), BBWPersonalsPlus®.com (www.bbwpersonalsplus.com), BlackSingles.com® (www.blacksingles.com), CatholicMingle™.com (www.catholicmingle.com), LDSMingle®.com (www.ldsmingle.com), LDSSingles™.com (www.ldssingles.com), PrimeSingles™.net (www.primesingles.net), and Relationships.com™ (www.relationships.com).

About Userplane

A wholly owned subsidiary of AOL, Userplane is the world's premier communication platform for online communities. The company's hosted applications enable instant community and communication for websites of any scale and audience. The combination of instant and elegant with robust and powerful has made the platform a must-have for thriving sites worldwide - supporting millions of daily users. Founded in 2001 by long-time partners Michael Jones, Nate Thelen, and Javier Hall, Userplane is a diverse and talented team headquartered in Santa Monica, Calif.

For More Information

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