



Spark Networks Teams With Digital Marketing Agency Lamark Media Group

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BERLIN, May 30, 2023 /PRNewswire/ -- Spark Networks SE (NASDAQ: LOV), a leading social dating platform for meaningful relationships, announced today that it has entered into a Master Services Agreement with Lamark Media Group LLC, a leading performance marketing agency. Teaming with Lamark, Spark intends to transform its marketing strategy and embrace a careful but expeditious pivot to a contemporary, integrated program designed to drive growth across its brands.



"We are thrilled with this transformational step forward," said Spark Chief Executive Officer Chelsea Grayson. "We consider this to be a cornerstone and an important early step of the strategic plan that we recently announced. We believe that interacting with our customers where they digitally exist will be a key long-term growth driver for us."

Spark intends to begin reallocating its customer acquisition budget into a curated mix of direct response television advertising, paid social, SEM/SEO, lifecycle customer nurturing and engagement and conversion rate optimization, along with a range of other interactive engagements.

"We're excited and proud to team with such an amazing organization," said Lamark Chief Executive Officer Bryan Shetsky. "We are aligned on driving growth now and into the future together. By combining our capabilities, experience and resources, along with the seasoned and talented leadership group at Spark Networks, we believe we are well positioned to help take some of the world's most known dating brands to the next level. This includes digitally transforming Spark's marketing engine to drive more awareness and conversion in the marketplace."

About Spark Networks SE

Spark Networks SE (NASDAQ: LOV) is a leading social dating platform for meaningful relationships focusing on the 40+ demographic and faith-based affiliations. Spark's portfolio of premium and freemium dating apps include Zoosk, EliteSingles, SilverSingles, Christian Mingle, Jdate, and JSwipe, among others. Spark is headquartered in Berlin, Germany, with offices in New York and Utah.

Safe Harbor Statement

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, statements involving known and unknown risks, uncertainties, and other factors that may cause Spark Networks' performance or achievements to be materially different from those of any expected future results, performance, or achievements. These statements include, without limitation, statements regarding including whether we will transform our marketing strategy and embrace a careful but expeditious pivot to a contemporary, integrated program that will drive growth across our brands; whether our Lamark relationship will be a cornerstone and an important early step of our strategic plan; whether interacting with our customers where they digitally exist will be a key long-term growth driver for us; whether we will reallocate our customer acquisition budget into a curated mix of direct response television advertising, paid social, SEM/SEO, lifecycle customer nurturing and engagement and conversion rate optimization, along with a range of other interactive engagements; whether we will successfully drive growth now and into the future as anticipated; whether we are well positioned to help take our brands to the next level; and whether we will digitally transform our marketing engine and drive more awareness and conversion in the marketplace.

Any statements in this press release that are not statements of historical fact may be considered to be forward-looking statements. Written words, such as "believes," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," "guides," and variations thereof, or the use of future tense, identify forward-looking statements. By their nature, forward-looking statements and forecasts involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the near future. There are a number of factors that could cause actual results and developments to differ materially, including, but not limited to, risks related to the degree of competition in the markets in which Spark Networks operates; risks related to the ability of Spark Networks to retain and hire key personnel, operating results and business generally; the timing and market acceptance of new products introduced by Spark Networks' competitors; Spark Networks' ability to comply with new and evolving regulations relating to data protection and data privacy; general competition and price measures in the market place; and general economic conditions. Additional factors that could cause actual results to differ are discussed under the heading "Risk Factors" in Spark Networks' most recent Annual Report on Form 10-K and in other sections of Spark Networks' filings with the Securities and Exchange Commission ("SEC"), and in Spark Networks' other current and periodic reports filed or furnished from time to time with the SEC. All forward-looking statements in this press release are made as of the date hereof, based on information available to the Company as of the date hereof, and the Company assumes no obligation to update any forward-looking statement except as required by law.

Contact:

Investors:
Todd Kehrl
MKR Investor Relations, Inc.
lov@mkr-group.com

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