

News Release

JDate®'s Tips For Finding A Valentine

Poll Reveals a Passion for Compassion

Beverly Hills, Calif., Jan. 31, 2007 – As Valentine's Day approaches, singles everywhere contemplate how they will spend their evening, and more importantly, with whom.

In celebration of its 10th anniversary as the leading online community for Jewish singles, JDate recently polled its members on the most desirable qualities they look for in a soul mate, and found that compassion (39%) was the most popular attribute, followed by:

- Killer wit (18%)
- Patience for quirks and foibles (12%)
- Fascinating intellect (12%)
- Raving beauty/ladykiller looks (10%)
- A taste for adventure (4%)
- Bottomless bank account (4%)

As the only online personals site to offer personalized advice for its members, JDate.com has tips for those aiming to find that certain someone this holiday:

1. **New year, new pictures.** If your photos are more than a year old, they are TOO OLD. With a nice clear close up and a smile, you'll ensure the person they meet is the person they saw in your pictures.
2. **Make your user name pop.** Avoid the question: "What's with your username?" It doesn't have to be brilliant, but it should say some expressive detail about what makes you YOU. Examples: WhiteWaterWarrior, Live2Laugh, Cinematic.
3. **First lines are the new first impressions.** "I am passionate about music, movies and walks on the beach," is so 2006. The first line of your "About Me," paragraph is the most important sentence on your profile, make it count. How? Check out what everyone else is saying and then DON'T DO THAT.
4. **Offer some encouragement.** Often Mr. or Ms. Right just needs a little nudge in the right direction. End your essay with an invitation to contact you. What have they got to lose?

5. **Avoid negatives in your profile.** Nobody likes a bitter baggage Betty! Keep your profile positive and upbeat to avoid looking like damaged goods.
6. **Follow your leads.** Go to your inbox and reopen all of your email, e-cards and Flirts and reconnect with those people that just flirted with you once.
7. **Get personal.** Send a personalized note to that person who caught your eye to show you really read their profile. It's so much easier than walking up to a stranger in a bar!
8. **Don't judge a book by its cover.** Fact: there are fabulous people with lame profiles and less-than-perfect pictures. If someone emails you and they are not a professional profile writer or model, email them back. They are clearly interested, so a dialogue might prove fruitful.
9. **Cut to the chase, instant message.** Connect with someone in real time. Check your hotlist and see who is online or go to the chat room and join the party.
10. **Be proactive.** Just like a work-out schedule, set aside 20 to 40 minutes a day for fine-tuning your profile, searching out new connections, and sending emails. If you feel there's no time, consider the hours you will dedicate to your relationship once found - carve that time out now to make it happen.

For more information, visit <http://www.jdate.com>.

ABOUT JDATE®

With over 675,000 active members worldwide, JDate is the premier online community for Jewish singles. JDate is owned and operated by Spark Networks® plc (AMEX: LOV), one of the world's leading providers of online personals services. In addition to JDate.com and JDate.co.il, the Spark Networks portfolio of consumer websites includes, among others: 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).

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