



SPARK NETWORKS® ANNOUNCES APPOINTMENT OF NEW CEO

BEVERLY HILLS, Calif., February 12, 2007- Spark Networks plc (AMEX: LOV), a leading provider of online personals services, is pleased to announce the appointment of Spark Board Member Adam Berger as the new Chief Executive Officer, effective February 21, 2007. David Siminoff, who has been serving as Chairman and Chief Executive Officer, will resign his position as CEO, but will remain as the Company's Chairman of the Board.

"It has been almost three years since the Board asked me to become CEO. Since Day One, it has been my mission to transform Spark into a financially disciplined company," said Mr. Siminoff. "Through the combined efforts of a great team, we are now generating solid free cash flow for shareholders and our balance sheet is very strong. JDate® continues to grow and remains the dominant brand in its space, and our portfolio now also includes a number of fast-emerging communities in other markets such as Relationships.com™ and BlackSingles.com®."

Mr. Berger has been a member of Spark Networks' Board of Directors since September 2006. He is the former CEO of WeddingChannel.com Inc. where he led the company for seven years from its early stages through its recent sale to The Knot, Inc. Immediately prior, Mr. Berger was President of The Franklin Mint, a direct marketer. He began his career with The Procter and Gamble Company and later joined The Boston Consulting Group. He holds an M.B.A. with distinction from the Harvard Business School and a B.S. in Chemical Engineering from the University of California at Berkeley.

Siminoff continued, "I am pleased that Adam has decided to move from Spark's Boardroom to the CEO seat and am confident in his ability to lead our talented and inspired team. Personally, I have missed the investing business from which I came and I will be returning to a private investment company for my next endeavor. I am appreciative of everyone involved with Spark and for having given me the opportunity to manage in such a dynamic environment. I will always treasure the friendships I have made here. I remain a large shareholder of the Company, its Chairman, and on its Board. I plan on working closely with Adam and the rest of the senior management team to ensure a smooth transition."

Incoming Chief Executive Officer Adam Berger stated, "I have had the pleasure of working with David and the Spark management team for the last six months as a Board member. The strong financial results in 2006 are the result of great work over the last few years by David and the team here. I look forward to continuing to build on the progress of the Company and working with David as he continues as Chairman of the Board."

About Spark Networks plc:

Spark Networks plc's American Depositary Shares trade on the American Stock Exchange under the symbol "LOV" and its Global Depositary 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), BlackSingles.com (www.blacksingles.com), PrimeSingles™.net (www.primesingles.net) and Relationships.com (www.relationships.com).

For More Information

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