



Spark Networks Chooses Winstar for Exclusive Third-Party National Online Ad Sales Representation

BEVERLY HILLS, Calif., (May 3, 2006) Spark Networks (AMEX: LOV), a leading provider of online personals services, announced today that it has selected Winstar, a division of Interep Interactive (IREP.PK), the largest independent online ad sales company in the United States, to help support the sale of online advertising for selected Spark communities, including its JDate® (www.jdate.com), AmericanSingles® (www.americansingles.com) and CollegeLuv®.com (www.collegeluv.com) websites.

"Aligning with a company like Winstar was the next logical step for us to start to sell advertising on our network of online personals communities," stated Greg Liberman, Chief Operating Officer of Spark Networks. "We chose Winstar because of the focus it places on its clients' brands and its demonstrated ability to pair appropriate advertising partners with the right properties."

"As the online ad market continues to grow, we believe advertisers will continue to seek highly targeted environments, such as those operated by Spark Networks," stated Adam Guild, President of Winstar/Interep Interactive. "Our sales reps understand the importance of partnering the right advertisers with our clients in order to maintain their brand image and integrity."

About Spark Networks® plc:

Spark Networks is a leading provider of online personals services. The company'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." Spark Networks' portfolio of affinity-focused consumer websites includes, among others, JDate (www.jdate.com), AmericanSingles (www.americansingles.com), CollegeLuv (www.collegeluv.com), Relationships.com™ (www.relationships.com), BlackSinglesConnection™ (www.blacksinglesconnection.com) and PrimeSingles™ (www.primesingles.net).

About Winstar

Winstar is a division of [Interep Interactive](http://www.interep.com). Founded in 1997, Interep (www.interep.com) (IREP.PK) is the nation's largest independent advertising sales and marketing company specializing in radio, the Internet, television and complementary media, with offices in 17 cities. The company has become the largest independent online ad sales company in the United States and through co-marketing agreements, the largest Internet rep company in the world. It represents networks and sites such as WorldNow, MediaSpan, Nasdaq.com, Healthandage.com; and readersdigest.com, A&E, Fodors.com, Zagat.com. Interep is the parent company to the following radio representation firms: ABC Radio Sales, D&R Radio, CBS Radio Sales, McGavren Guild Radio, SBS/Interep and Susquehanna Radio Sales. Interep is also parent to Azteca America Spot Television Sales and Interep Interactive, including Winstar Interactive, the place for Internet brands. Interep divisions benefiting its clients and customers

include its? "unwired" Network Division; Interep Innovations, its? business development division, including the Interep Marketing Group (IMG) and Promotion Marketing; The Event Shop; and Morrison and Abraham, a sales consulting firm.

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