



Spark Networks® Announces New Board Member

BEVERLY HILLS, Calif., July 6, 2006 – Spark Networks (AMEX: LOV), a leading provider of online personals services, announced today Michael A. Kumin has been elected to the company's Board of Directors, effective immediately.

Mr. Kumin is currently a Partner with Great Hill Partners, a Boston-based private equity firm, where he is responsible for originating and evaluating investment opportunities in the internet, media and business services sectors.

"Michael makes a great addition to our board," stated David Siminoff, Spark Networks Chief Executive Officer. "His broad experience with high profile companies in the internet media space will add great insight and be a tremendous asset to our company."

About Spark Networks® plc:

Spark Networks is a leading provider of online personals services. The company operates approximately 25 online personals communities primarily focused on religious, ethnic or special interest groups. Spark Networks portfolio of consumer websites includes, among others, JDate®.com (www.jdate.com), AmericanSingles®.com (www.americansingles.com), Relationships.com™ (www.relationships.com), BlackSingles.com® (www.blacksingles.com) and PrimeSingles™.net (www.primesingles.net). The company's American Depositary Shares trade on the American Stock Exchange (AMEX:LOV), and its Global Depositary Shares trade on the Frankfurt Stock Exchange under the symbol "MHJG."

Contacts:

Media

Gail Laguna
+ 1 323 836 3000
glaguna@spark.net

Investors

Mark Thompson
+ 1 323 836 3000
mthompson@spark.net