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# Spark Networks(R) Launches New App Designed to Ignite Your Dating Life

## The Spark Dating App Introduces 'Swiping With a Choice' to the Mobile Dating Marketplace

LOS ANGELES, CA -- (Marketwired) -- 09/09/15 -- Spark Networks® (NYSE MKT: LOV), owner of online communities JDate® and ChristianMingle®, has launched a brand-new iPhone app, Spark, which offers users the ability to make conscious, informed dating choices. Spark is free, ad free, and easy-to-use, pulling user profiles directly from Facebook. Unlike other mobile dating apps, Spark offers 'swiping with a choice.' Instead of mindlessly swiping right or left, Spark prompts users to compare two local singles and swipe their favorite. If that person likes the user back, it's a match!

"After matching on most other dating apps, many users realize the match is not a good fit and don't pursue additional communication. The Spark dating app's unique interface changes this behavior by encouraging each person to take a moment to learn a bit more about their matches," said Michael Egan, Chief Executive Officer, Spark Networks. "This process helps members to be more selective, which ultimately leads to better matches and better dates!"

The Spark dating app has met huge success since its launch on August 27. It was featured as a "Best New App" on iTunes and registered over 10,000 users in the first five days. iTunes also continues to feature it in their list of the top 100 Free Social Networking apps.

Here's how it works:

1. Users are presented with two profiles and can tap on each of them to view the entire profile or swipe right for more information. Users pick their favorite by either swiping up or double tapping. If they're not interested in either profile, they tap the "Skip" button and are instantly presented with two new profiles.
2. Users can use a skip five times within a 24-hour period. If they use all their skips for that period, they can either wait until they are given five more skips at the 25th hour -- or purchase points within the app, which can then be used towards additional skips.
3. If the same two people say Yes to each other, they can then chat within the app.

The Spark dating app is designed for all types of consumers; from people looking to date more, to singles looking to find a serious relationship to someone returning to the dating scene after some time away.

Visit [iTunes App Store](#) to download the Spark dating app. For additional information, please visit [www.sparkapp.com](http://www.sparkapp.com).

### ***ABOUT SPARK NETWORKS***

[Spark Networks, Inc.](#)'s mission is to create iconic, niche-focused brands that build and strengthen the communities they serve. Spark Networks' portfolio of consumer websites is anchored by [ChristianMingle](#) and [JDate](#), and also includes, among others, [BlackSingles.com®](#) and [SilverSingles®.com](#). Spark Networks' shares trade on the NYSE MKT under the ticker symbol "LOV" (NYSE MKT: LOV).

Source: Spark Networks, Inc.