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# From Spark to Fireworks: Online Dating Brands JDate and ChristianMingle Get Makeovers

## Refreshed Looks, New Product Offerings and a Refined Premium Digital Experience Celebrate Dating Fundamentals Grounded by Culture, Faith and Values

LOS ANGELES, CA -- (Marketwired) -- 11/18/15 -- [Spark Networks®](#) (NYSE MKT: LOV), a leader in creating communities that help individuals form life-long relationships, is igniting excitement across the social sphere with the makeovers of its two most recognized brands, [JDate®](#) and [ChristianMingle®](#). The brands have each been redesigned to debut sleek new appearances, improve back-end platforms and architecture, and provide easier-to-use functionality and robust new mobile-optimized features for their respective member communities.

The makeover elements mark cornerstones of Spark Networks' strategic vision for delivering optimized engagement, effective matches and profitable subscriber growth. In early 2015, the company set out to return to profitability and rebuild its flagship brands -- each of which occupy differentiated and respected positions in the high-growth online dating industry. With an entirely new management team, the company has returned its focus to its roots of providing singles with valuable products and services that help them find compatible, life-long relationships.

Spark Networks has an esteemed legacy as the pioneer of the niche online dating business, launching JDate 18 years ago. As the market evolved rapidly in the last few years, the company found itself with products and services that were outdated and becoming less relevant for its communities. With the relaunch of the two core brands, the company is once again repositioning itself as the clear leader in the niche dating world.

"At the beginning of this year we set an aggressive plan to rebuild our two key brands -- JDate and ChristianMingle -- to become relevant again to our customers and drive fundamental change in business performance," said Michael Egan, Chief Executive Officer, Spark Networks. "It has been an exciting and successful year with tremendous growth and development momentum. The changes and upgrades we are debuting today are the first step to strengthening our portfolio to become more nimble and innovative, as we build valuable products and services for our members."

Cultural icon, [JDate](#), is the first of the two legacy brands to go live with the debut of its revamped site today. With millions of users worldwide, JDate is responsible for more Jewish

marriages than all other online dating brands combined. Some of the fundamental technology changes and new product offerings include:

- A cleaner, streamlined user experience that simplifies interactions
- New "daily matches" feature offering members a simple curated look at their best matches
- Improved user experience for iPad/tablet users
- Expanded and improved mobile presence and capabilities
- Re-designed inbox to enable ease of interaction with other members

ChristianMingle will see its site redesign launch in the coming weeks and not only does it incorporate many of the features associated with the new JDate platform, but it repositions the site as an open, contemporary and diverse community where good people come to find others that share their Christian faith and values. You can see a sneak peek at the new design here: [www.christianmingle.com/allnew](http://www.christianmingle.com/allnew).

Both JDate and ChristianMingle deliver a deeper way to find truly compatible connections via a premium digital experience that allows people access to a community of qualified, interested users with shared culture, faith and values.

***Safe Harbor Statement:***

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements about the redesign launches and position of the Company. Any statements in this press release that are not statements of historical fact may be considered to be forward-looking statements. Written words, such as "may," "will," "expect," "believe," "anticipate," "estimate," "intends," "goal," "objective," "seek," "attempt," or variations of these or similar words, identify forward-looking statements. By their nature, forward-looking statements and forecasts involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the near future. There are a number of factors that could cause actual results and developments to differ materially, including, but not limited to our ability to: successfully implement our strategy to stabilize our subscriber base and grow; avoid significant subscriber declines; attract and retain members; convert members into paying subscribers and retain our paying subscribers; retain and enhance the new marketing team; develop or acquire new product offerings and successfully implement and expand those offerings; keep pace with rapid technological changes, including making the technology stack more nimble; drive use of newly-updated mobile applications; maintain the strength of our existing brands and maintain and enhance those brands; continue to depend upon the telecommunications infrastructure and our networking hardware and software infrastructure; estimate on-going general and administrative costs, and obtain financing on acceptable terms. Additional factors that could cause actual results to differ are discussed under the heading "Risk Factors" and in other sections of the Company's filings with the Securities and Exchange Commission ("SEC"), and in the Company's other current and periodic reports filed or furnished from time to time with the SEC. All forward-looking statements in this press release are made as of the date hereof, based on information available to the Company as of the date hereof, and the Company assumes no obligation to update any forward-looking statement or provide similar metrics in future periods.

***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.