



News Release

The Jewish Mother Stereotype: Fact or Fiction? The Jury is Still Out, According To A Recent Survey of JDate Members

- In honor of Mother's Day, JDate Searches For 'JDate Mom of the Year' -

BEVERLY HILLS, Calif., April 20, 2005 – We've all heard the jokes, but are Jewish mothers really that meddlesome when it comes to dating? According to a JDate poll, approximately half, of the over 600, respondents said, "yes, they are." Of those who answered, "yes," half said they found her behavior endearing while the other half wished she would stop.

"JDate recognizes that Jewish mothers are, and have always been, some of our biggest advocates," stated Lavinia Evans, spokesperson for JDate. "Many a JDate mother has been known to have taken an active roll in finding matches for her son or daughter."

In honor of Jewish mothers, everywhere, JDate is searching for 'JDate Mom of the Year.' From now through April 30, 2005, mothers of JDate members can visit JDate.com to enter to win dinner for three (for mom, her son or daughter and his or her JDate). Plus, the winning Mother's son or daughter will receive a one-year Premium JDate Membership (a \$298.00 value). All a JDate mom needs to do is tell JDate, in 200 words or less, why her son or daughter deserves a free one-year Premium Membership. JDate will select its favorite entry, and the winning JDate mom will have her essay, photo and a link to her son's or daughter's profile featured on JDate.com.

Other survey results:

- * 47% of JDate members say that, when it comes to their dating lives, their mothers mind their own business; 44% have mothers that ask them questions constantly; 5% have mothers that search JDate and send them matches.
- * The poll also showed that JDate members think their mothers would rather they met their dates on JDate than at work. 32% believe their mothers would be happiest if they found dates at temple.
- * 74% of JDate members say their mothers never make them feel guilty for missing dinner at her house if they are out meeting new people.

About JDate

JDate is the leading online community for Jewish singles. Available in both English and Hebrew, JDate caters to busy Jewish professionals and provides a fun, clean and comfortable online environment for meeting and interacting with other Jewish singles. JDate is responsible for countless Jewish marriages, engagements, long-term relationships and lasting friendships. JDate is owned and operated by Spark Networks™ plc (MHJG: Frankfurt Stock Exchange – Prime Standard), one of the world's leading providers of online personals services.

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