



**>: How to make this "love stock" pay for your Valentine's Day gift**

*Thursday, February 14, 2008 / Jason Jovine*

This company operates niche online dating sites such as JDate (a dating site tailored specifically to the Jewish community), Black Singles Connection (a dating website for African Americans), and The Jewish Matchmaker. He So we talk of the Christian community called Relationships.com.

Spark raised over \$60 million in revenue in 2006. They earned \$0.07 per share for the quarter ending on September 30, 2007, and will report their results for the fourth quarter of 2007, as well as the entire year, today at 1:30 p.m. Pacific Time.

If you're looking for roses, Spark did it in their numbers, you can click on this link: [http://www.spark.net/press/sn\\_press\\_020708.htm](http://www.spark.net/press/sn_press_020708.htm)

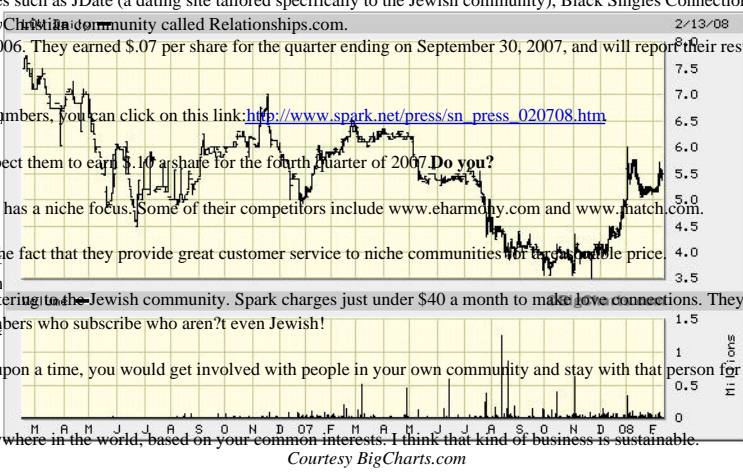
Day. They know that you need those roses, or, The stocks of analysts that cover the stock expect them to earn \$1.10 a share for the fourth quarter of 2007. Do you?

Back to business? What we have here is an online dating site this has a niche focus. Some of their competitors include [www.eharmony.com](http://www.eharmony.com) and [www.match.com](http://www.match.com).

The price a power that Spark has is based on the fact that they provide great customer service to niche communities for a reasonable price. Instead, let me talk about a topic that is even more important. For example, [www.jdate.com](http://www.jdate.com) is focused on catering to the Jewish community. Spark charges just under \$40 a month to make love connections. They have done such a good job, and provide such a great friendliness that there are many members who subscribe who aren't even Jewish!

Let's take a look at the two year chart. There will always be a market for love. Once upon a time, you would get involved with people in your own community and stay with that person for the rest of your life, whether you were miserable in the relationship or not.

Nowadays, you can meet any person, from anywhere in the world, based on your common interests. I think that kind of business is sustainable.



**The key question?**

Online dating is here to stay. The key question is which company is the best love broker out there? Which company is the best at execution?

There are, of course, free websites out there such as [www.facebook.com](http://www.facebook.com) and [www.myspace.com](http://www.myspace.com) where people can go to find a match.