

Date: 2 May 2014  
On behalf of: Cupid plc ('Cupid', the 'Company' or the 'Group')

**Cupid plc**  
**Issue of Options to Directors and Employees**

Cupid plc (AIM: CUP), the online dating operator, announces that options over a total of 3,700,000 ordinary shares of 2.5p each in the Company ("Ordinary Shares") have today been granted to directors and employees of the Company in accordance with the provisions of the Company's Share Option Scheme (the "Options").

The Options are exercisable at a price of 44 pence per Ordinary Share, being the average of the closing mid-market price per Ordinary Share for the 5 trading days immediately preceding the date of the grant. The Options will vest on the third anniversary of issue.

Within the Options described above, an option over 2,000,000 Ordinary Shares has been granted to Phil Gripton, the Company's Chief Executive Officer representing approximately 2.8 per cent of the Company's voting issued share capital and an option over 500,000 Ordinary Shares has been granted to Niall Stirling representing approximately 0.7 per cent of the Company's voting issued share capital.

**For further information please contact:**

Cupid plc  
Phil Gripton, CEO  
Niall Stirling, CFO

Via Redleaf Polhill

Peel Hunt LLP (Nominated Adviser and Broker)  
Richard Kauffer  
Daniel Harris

Tel: +44 (0)207 418 8900

Redleaf Polhill  
Rebecca Sanders-Hewett  
Dwight Burden  
David Ison

Tel: +44 (0)207 382 4730  
cupid@redleafpr.com

**Notes to Editors**

Cupid plc offers a wide variety of online dating services allowing members to interact with each other and access the content available on the Group's websites. These websites are intended to appeal to dating users of diverse ages, cultures and social interest groups. The Group's most heavily visited websites include [www.cupid.com](http://www.cupid.com), [www.uniformdating.com](http://www.uniformdating.com) and [www.girlsdateforfree.com](http://www.girlsdateforfree.com). The Group also promotes niche brands such as [www.lovebeginsat.com](http://www.lovebeginsat.com), [www.datingforparents.com](http://www.datingforparents.com), and [www.maturedatinguk.com](http://www.maturedatinguk.com).

Further information on the Company can be found at [www.cupidplc.com](http://www.cupidplc.com).