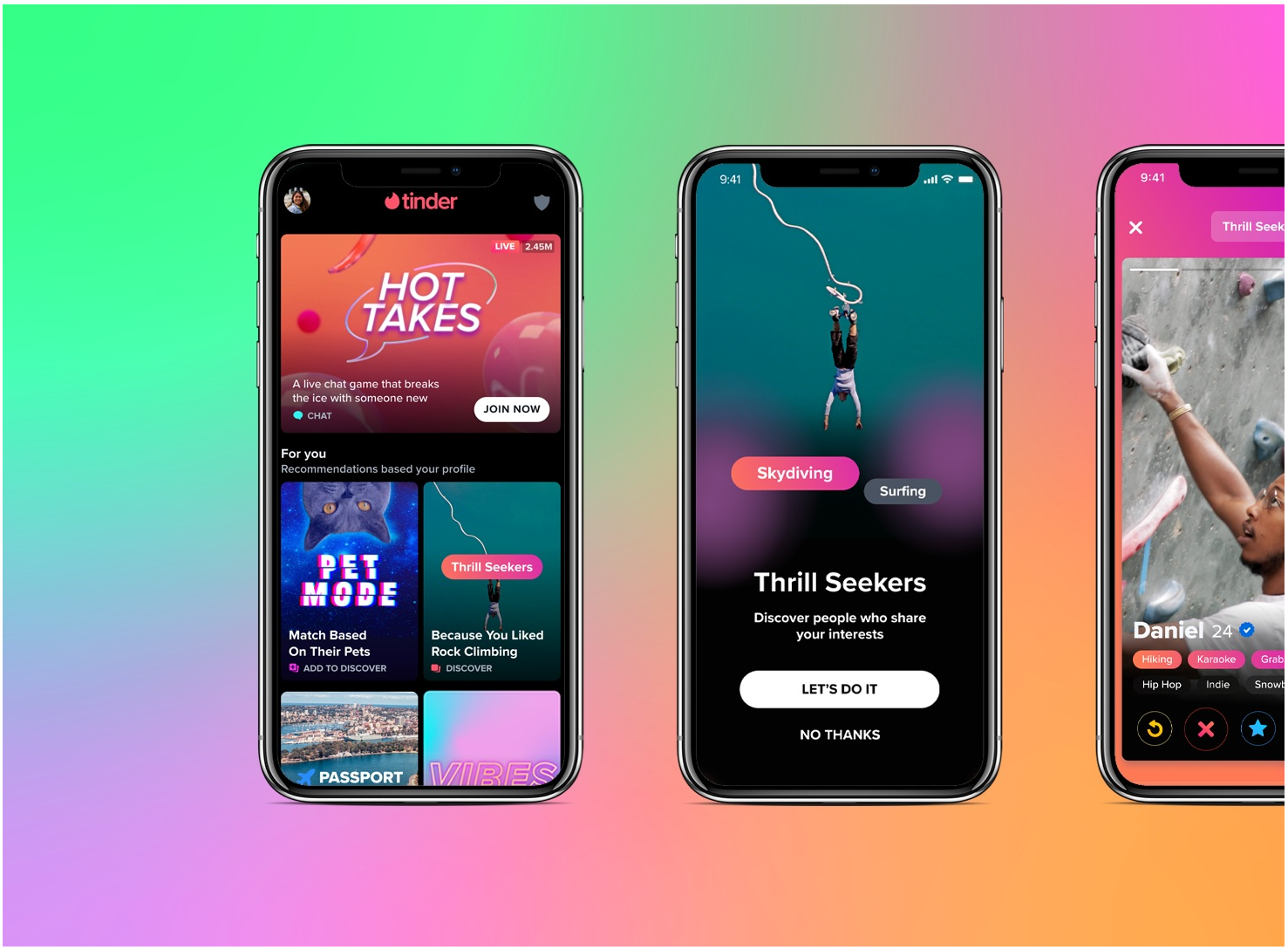
Tinder Opens This Spring's Hottest New Venue: Tinder Explore



SYDNEY, Australia Sept 9, 2021 - Today, Tinder opens its virtual doors to Explore, a newly-created hub within the app that will host completely new, interactive ways to use Tinder. With Explore, members will have more control over who they meet by giving them the option to navigate through profiles arranged by interest, while also allowing them to access a growing list of exclusive social experiences, such as Hot Takes, Vibes and Swipe Night - with many more to follow. Explore represents the biggest update to Tinder since the invention of the original Swipe feature, and in early testing nearly 80% of eligible Tinder members have flocked to try it.

"A new generation of daters is asking for more from us in the post-Covid world: more ways to have fun and interact with others virtually and more control over who they meet on Tinder," said Jim Lanzone, CEO of Tinder. "Today's launch of Explore is a major step in creating a deeper, multi-dimensional, interactive experience for our members that expands the possibilities of Tinder as a platform."

[VIEW EXPLORE SIZZLE REEL HERE]

Explore is a dynamic space that will consistently add new social experiences and will evolve its discovery options so members can find someone new for whatever they're into. At launch, the following options will be available:

Now Members Have More Control Over Who They Meet

Mix It Up, Discover By Interest

In Explore, members can discover potential matches for every mood and activity. Members can find a*snack* in Foodies, someone on their level in Gamers, or a partner to split their headphones with in Music Lovers. Whether they're looking to find a match to march with in Social Causes or to complete their power couple in Entrepreneurs, Explore will provide members the ability to direct their matching experience themselves. New interests will launch on a regular basis so members can find someone new for whatever they're into.

See Only Photo Verified Profiles

Photo Verification, which is the most popular Trust & Safety feature on Tinder, allows members to self-authenticate through a series of real-time posed selfies, which are compared to existing profile photos using human-assisted AI technology. Photo Verified profiles display a blue checkmark and for the first time members can choose to see only Photo Verified Profiles through a dedicated space in Explore.

A New Home for Social Experiences

Participation in social experiences on Tinder has made it clear that Gen Z wants more ways to meet someoneSwipe Night, the first social experience Tinder launched, drew crowds of more than 20 million and led to a 26% increase in matches. This success paved the way for more social experiences on Tinder, which have become an incredibly popular way for members to match and interact with new people. Now Explore will be the home for this growing list of experiences, which includes Vibes, a weekly event that gives members a new way to express their opinions on everything from whether it's normal to wear socks in bed to what's happening in pop culture. As previously announced, the next installation of Swipe Night will be available in Explore in November.

'Hot Takes' Now Part of Explore

Hot Takes, the wildly popular nightly social experience, can now be joined directly from Explore. Hot Takes gives members the opportunity to chat with someone before they match in a low-stakes session of the feature's namesake. As the timer counts down they'll choose if they want to pair off as a match or let the timer expire to meet someone new. This is the first time members can chat before they match, letting their flirty banter be their first impression. Hot Takes has attracted millions of members since it launched earlier this Winter and is available daily from 6 p.m. - midnight local time.

Explore will roll out for members in all major English-speaking countries beginning today and will be available around the world by mid-October.

*Tinder usage data from members in Australia and New Zealand, August 2021