Tinder Newsroom

Tinder Orders More Swipe Night Following Transformative 20 Million Member Turnout and 26% Increase in Matches

"Fast Chat" Experience Pairs Members to Help Them Solve the Weekly High Stakes Whodunnit

Los Angeles, Calif. - August 11, 2021 - Tinder, the world's most popular app for sparking connections with new people, announced today that it has ordered a new installment of the first-person, interactive experience, *Swipe Night*, following its wildly successful first chapter last year, which resulted in 20 million members coming together for a shared storyline and a 26% increase in matches.*

The new installment will feature new characters and an all-new storyline - a Gen Z whodunit - where over the course of three weeks in November, members have to choose who they think committed the crime. Each member will have their own unique experience based on the choices they make and, depending upon those choices, see different outcomes and plot twists. At the end of each episode, members can be paired with another *Swipe Night* participant through "Fast Chat," where they'll be able to talk about the story, analyze different clues, and help solve the mystery together. "Fast Chat," which launched in June and powers the popular Hot Takes experience, allows people to chat with each other over certain topics within Tinder before matching.

"Swipe Night paved the way for social entertainment experiences on Tinder, which have become an incredibly popular way for members to match and interact with new connections," said Jim Lanzone, CEO of Tinder. "We can't wait for people to experience this new storyline, a mystery that will certainly give them a lot to talk about as they work together to figure out who did it."

The *Swipe Night* experience will be available in Tinder's newly-launched Explore section, which expands the way members can meet new people. Explore was announced last month as part of a growing array of features that give Gen Z more ways to express themselves, discover more about others, and find new matches. Taken together, this is the start of the largest evolution yet in how people can find an unexpected spark on Tinder. Tinder first launched its *Swipe Night* experience in September 2019 before social distancing was the status quo, releasing a new episode every Sunday of October. The first-of-its-kind experience in the dating category paved the way for more social experiences on Tinder. Tinder's Swipe Night was awarded the Entertainment Grand Prix at Cannes 2021.

About Tinder:

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 60 billion matches.

**26% increase in matches compared to a typical Sunday night*

Additional assets available online: Photos (1)

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