TINDER LAUNCHES 'INK TWICE' CAMPAIGN TO COVER UP SINGLES' EX-INSPIRED INK

Every Relationship Leaves A Mark - But They Don't Have To

LOS ANGELES (February 5, 2024)— Tinder, the world's most popular dating app, announces the launch of Ink Twice, a new campaign offering inked singles a fresh start by covering up tattoos inspired by previous relationships. The campaign was conceived to help the 52% of surveyed singles who say they'd like to cover or remove a tattoo they'd gotten for a former significant other. A sentiment that may need to be acted on soon, as new data shows that 43% of surveyed singles say dating someone with a tattoo from a previous relationship would be a dealbreaker for them.[1]

The use of body art as a means of self-expression has definitely grown in popularity in recent years, with celebs and consumers alike turning to tattoos to commemorate life moments, relationships, and personal values. In fact, Tattoos currently rank within the top 10 Interests added to US Tinder profiles.[2]

Starting today, singles aged 18 or older will have the opportunity to apply for a cover-up from several renowned tattoo shops across the country, including Inked NYC in New York City, No Good Tattoo in Austin, Inked Miami in Miami and Alium Tattoo Studios in Los Angeles, courtesy of Tinder.

Here's How It Works:

- Starting today, singles in New York, Los Angeles, Miami, and Austin can match with in-app notifications on Tinder or visit www.inktwice.us.com to learn more about Ink Twice.
- Clicking the "Apply Now" button corresponding to their desired locale will prompt an email to Tinder's partner tattoo artists where they can provide details of the tattoo they'd like covered up and a brief description of the story behind it to be considered for eligibility.
- Those selected for a cover-up consultation will be notified by February 20th and, following a successful consultation and confirmation from their designated tattoo artist, will have 3 months to schedule their tattoo.

"We all know someone who's expressed their love in a bold and permanent way, from matching tattoos, to symbolic designs that hold secret meanings. But tattoos are permanent and your love for someone can end." says Melissa Hobley, Chief Marketing Officer at Tinder. "We created Ink Twice to help the 47% of surveyed singles who feel self-conscious about a tattoo from a former relationship.[1] We want them to feel empowered to explore all the possibilities of a new dating journey, especially if your Valentine crush turns into something a bit more special."

Ink Twice is open to US residents aged 18 or older and valid applications for a tattoo cover-up will be accepted through February 16 2024. For more information on Ink Twice, including terms of eligibility and selection criteria visit www.InkTwice.us.com.

About Tinder
Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

About Nessa Barrett
After being named as one of Billboard's "21 Under 21" twice — as well as being featured on Ones to Watch's list of "25 Artists to Watch in 2022," Uproxx's "Next Hitmakers List," and People Magazine's "Emerging Artist List" — Nessa Barrett has gone on to accumulate more than 1.5 billion global streams to date. She was also nominated for Push Performance of the Year at the 2022 MTV VMAs, performed at When We Were Young Festival, and took her show on the road for her sold-out North American and European tours supporting her debut album, young forever. In the Fall of 2023, she hit the road once again for

sold-out headline tours across North America, Europe, and Australia, including performances at Austin City Limits Festival.

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[1]*Online survey of 1,000 single adults with tattoos commissioned by Tinder and conducted by OnePoll, in accordance with the Market Research Society's code of conduct. Data was collected between 01/19/2024 and 01/22/2024. All participants are double-opted in to take part in research and are paid an amount depending on the length and complexity of the survey. This survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, have corporate membership of ESOMAR and Members of the British Polling Council.*

[2] Internal Tinder data

Additional assets available online: **Photos** (1)

https://www.tinderpressroom.com/2024-02-05-TINDER-LAUNCHES-INK-TWICE-CAMPAIGN-TO-COVER-UP-SINGLES-EX-INSPIRED-INK