

PRESS RELEASE

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'Grindr for Equality' Initiative Debuts to Spur Action for GLBT Issues

Geo-social Network Reaches over 3 Million GLBT Members Across the Globe

LOS ANGELES, February 23, 2012 – With more than 3 million users, Grindr, the premier all male geo-social network app, is announcing the use of their location-based technology to bring together a global community through Grindr for Equality, a social movement to raise awareness for GLBT issues and spur action across the globe. Since its launch in March 2009, Grindr has become a global phenomenon and has the capacity to provide assistance within the GLBT community and harness the power of a global user base to contact people in specific geographic areas en masse.

“There is strength in numbers and Grindr for Equality will enable our users to use our platform for the greater good of our community,” said Joel Simkhai, Founder and CEO. “In today’s world, the power of social networks and location-based mobile technologies are playing a major role in political change and social awareness. We want to continue that momentum and get more people involved. We’re asking people to sign up, send us submissions regarding issues they care about and become advocates for the GLBT community.”

Grindr for Equality’s first foray into the world of philanthropy was during the “Don’t Ask, Don’t Tell” repeal, which was officially implemented on September 20th. Grindr for Equality sent a national broadcast message welcoming in-the-closet service members to Grindr with a link to the Servicemembers Legal Defense Network’s contribution page, with more than 5,000 user click-throughs. In addition, Grindr for Equality used location-based technology and its tremendous global user base to participate in some of the most significant recent events in the GLBT community, including the overturning of Proposition 8 and the recent passage of marriage equality in New York.

Furthermore, to date, one of Grindr for Equality’s largest victories is more than 57,000 clicks to a petition denouncing St. Petersburg, Russia’s ban on ‘gay propaganda’ which would effectively silence the community of Russia’s second most populated city. “The focus on Grindr for Equality is to continue to give our community a voice and bring to light these issues that try to suppress or silence us, especially on international issues where it can literally be the difference between life and death,” added Simkhai.

Grindr is looking to continue their involvement in the political process by tapping in to their engaged community in order to receive regular updates on GLBT issues on a local, national and international scale. In addition to submitting information regarding the GLBT community, Grindr is continuing to search for on-the-ground activists around the world to send regular updates on gay rights in their area. Grindr for Equality has already received more than 3,700 responses from across the globe. These tips will assist in figuring out ways to use the vast user network and geo-targeting technology to mobilize the GLBT community.

Grindr for Equality is requesting ongoing submissions and information pertaining to the GLBT community where users live. Individuals and like-minded groups are encouraged to send an email with basic contact information and a brief description of how the issue relates to the GLBT community and how Grindr for Equality could provide assistance. Submissions can be sent via email to equality@grindr.com or visit www.grindr4equality.com for additional information.

About Grindr for Equality

Grindr for Equality was established by Grindr to raise awareness for GLBT issues and spur action across the globe. Launched in 2009, Grindr is the premier all male geo-social network that uses location-based technologies to bring together a global community of more than 3 million users in 192 countries. Leveraging its geo-targeting software and massive global user base, Grindr has the capacity to provide assistance within the GLBT community and harness the power of its location-based network to contact people in specific geographic areas en masse. This has included participation in recent significant GLBT campaigns such as the overturning of Proposition 8 and the recent passage of marriage equality in New York State. For more information about Grindr for Equality, please visit www.grindr4equality.com.

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