

PRESS RELEASE

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Happy Fourth Birthday, Grindr!

Grindr Surpasses 6 Million Users Worldwide with More Than 2.5 Million Joining In the Past Year

New Grindr Survey Reveals an Overwhelming Majority of Mobile Millennials are Comfortable Sharing Personal and Location Information

LOS ANGELES – March 25, 2013 – In celebration of its fourth anniversary, Grindr today announced that the groundbreaking all-male, location-based meet-up app has amassed more than six million users, adding 2.5 million users in the last twelve months alone. The app has become a global sensation in four short years, having engaged with iPhone, iPad, iPod touch, Android and BlackBerry users in 192 countries around the world. Four years ago, location-based apps, such as Grindr, started appearing in app stores, and now Grindr has become part of the fabric of pop culture and regularly discussed in mainstream television shows, including “Glee,” “Saturday Night Live,” “The Office,” “Chelsea Lately,” “The B- in Apartment 23,” and “Top Gear.”

“Grindr has proven to be an invaluable resource for men across the globe when they’re looking to meet-up,” said Joel Simkhai, founder and CEO of Grindr. “Five years ago, the only sure fire way to meet another gay man was to go to specific gay clubs or bars. Grindr opened up a whole new world for gay men by finally providing a more spontaneous, exciting and instantaneous way to meet guys. Since our launch, and specifically over the past year, our user base has grown exponentially and we owe that to our loyal and engaged users. Thanks to them, Grindr has become the best and easiest way for men to connect with other guys whether you’re in a small town or a major city anywhere in the world.”

As the largest all-male application, Grindr has the ability to directly tap the gay community to gain immediate and top-of-mind insights into what’s trending around the world. In fact, according to the latest survey* conducted by Grindr, millennials are more comfortable sharing their personal information and more than 90 percent of them freely provide their location to apps like Grindr. Using their smartphone mostly for social networking, mobile millennials spends more time on Grindr than any other generation.

“Millennials grew up with this technology, so they are more comfortable sharing their lives than other generations. However, millennials agree that their generation overshares more than others,” added Simkhai. “Our latest survey reveals that the top apps that millennials are most addicted to are Facebook, Grindr, Instagram and Twitter. It’s about connecting with their friends and sharing their experiences, whether that’s by posting pictures, revealing their location or offering whatever is on their mind.”

Additional key survey findings include:

- 80 percent of millennials agree their generation overshares.
- 71 percent of respondents are comfortable sharing their personal information.
- 92 percent of respondents are comfortable being tracked by enabling their location-based service.
- Respondents share their location mostly to find dates, followed by searching for nearby places.
- The apps that Grindr millennials are most addicted to are Facebook (30 percent), Grindr (28 percent), Instagram (7 percent) and Twitter (6 percent).

Grindr launched in March 2009 with the aim of helping gay, bi and curious men meet others around them. Since then, the app quickly grew and currently reaches more than six million users across 192 countries. As early adopters of location-based technology, Grindr has been recognized by the mainstream tech

community, receiving honors for [Best Mobile Dating Site](#) at the third Annual iDate Awards announced at the 2012 Internet Dating Conference Awards Ceremony in Las Vegas earlier this year.

More than one million Grindr users log on to the app every day and transmit more than seven million chat messages and two million photos to one another. Grindr users spend about an hour and a half using the app daily, and they log in an average of eight times per day. Up to 190,000 users are logged onto Grindr at any given moment, and nearly 10,000 new users around the world join the app every day. Grindr also offers a premium service, Grindr Xtra, which strips away all of the banner advertising and gives users increased functionality and enhanced features such as push notifications, unlimited blocks and the ability to see roughly 200 more local guys in the cascade. For more information about Grindr, visit [Grindr.com](#), check us out on Facebook at [Facebook.com/Grindr](#) or follow us on Twitter at [Twitter.com/Grindr](#).

**The survey was conducted on March 6, 2013 with 5,000+ U.S.-based respondents.*

About Grindr:

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 six million users in 192 countries. Grindr also offers a fully loaded, premium subscription-based service called Grindr Xtra. Grindr is currently available on the iPhone, iPod touch, iPad, Android and Blackberry models. For more information, please visit [Grindr.com](#) or [Grindr.com/Press](#).

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