

*****Embargo until February 26th*****

After receiving \$1million investment, Dattch, the leading app for lesbian and bisexual women, is relaunching as HER.

The name change signals the next stage of growth for the app, as it takes on a stronger social focus in preparation for expanding across America and launching internationally.

Robyn Exton, CEO of HER says, "Everyone thought Dattch was a word play on either dyke, butch or snatch, which isn't *exactly* what we were going for. It felt right to change the name to suit the business that we have become as we gear up for a big year of expansion in 2015".

HER remains focussed on helping lesbian & queer women connect, but the new app makes a big shift away from dating with a greater focus on a more social experience.

- Users can now meet each other through queer events taking place in their area and through sharing content from the lezzy web.
- Profiles are still centered around interests with Pinterest-style layouts. If users match, they get introduced with what they have in common.
- And of course, HER still uses gender verification to keep out the straight men looking for threesomes.

"HER is about creating a space where lesbian, bi, queer, curious, flexisexual, pansexual and not-so-straight women can meet and find out what's going on in their lesbian world. Dattch taught us a huge amount and you'll see the best parts of it in HER, along with a whole new experience incorporating everything our community kept asking us for. More social, less dating. Women aren't looking for a 'Hot or Not' - they want to chat & meetup, make friends, meet girlfriends, find events. HER is a complete lesbian community"

HER has also closed a \$1million seed round of investment from leading investors such as Alexis Ohanian, founder & Chair of Reddit, Michael Birch, founder of Bebo, Andy McLoughlin, founder of Huddle and 500 startups.

HER is available to download on the Apple app store & will be available on the Android store soon.

WeAreHer.com

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