

\*\*\*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.

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

WeAreHer.com

Contact: [robyn@WeAreHer.com](mailto:robyn@WeAreHer.com) // +44 7946819480 // +1 4157128352