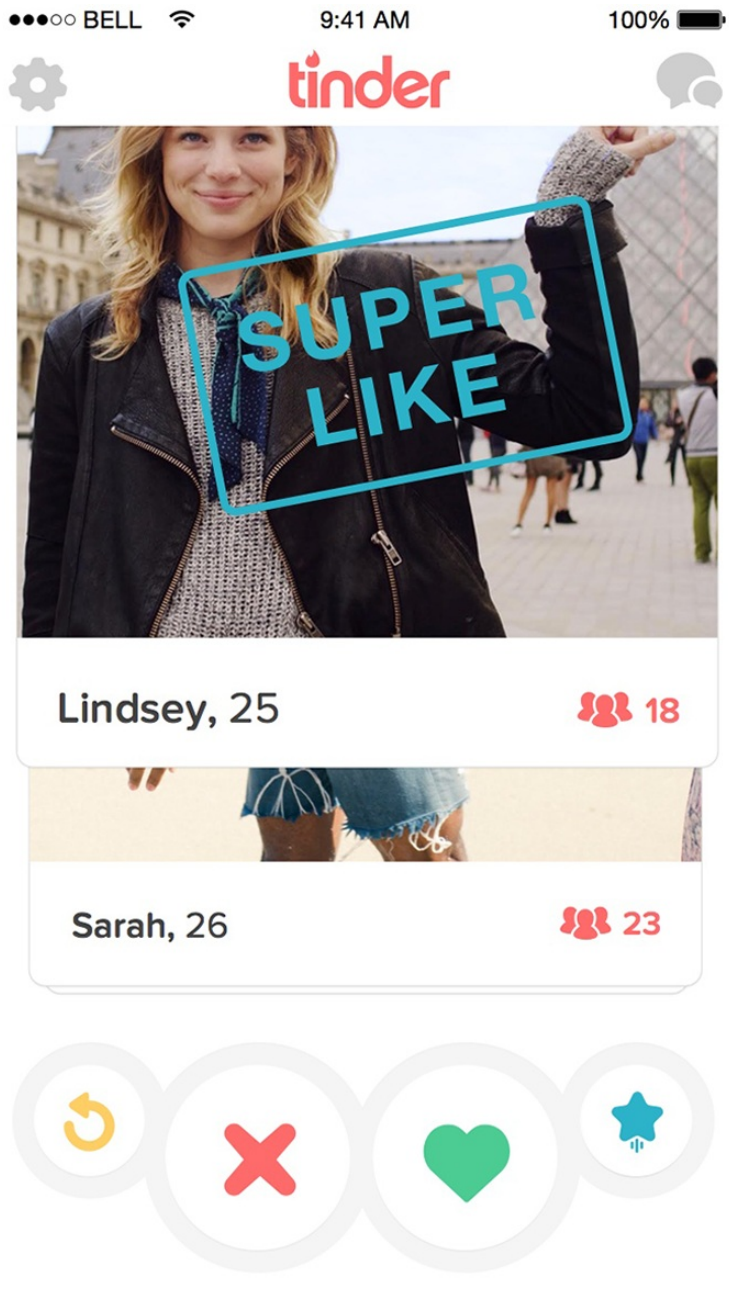
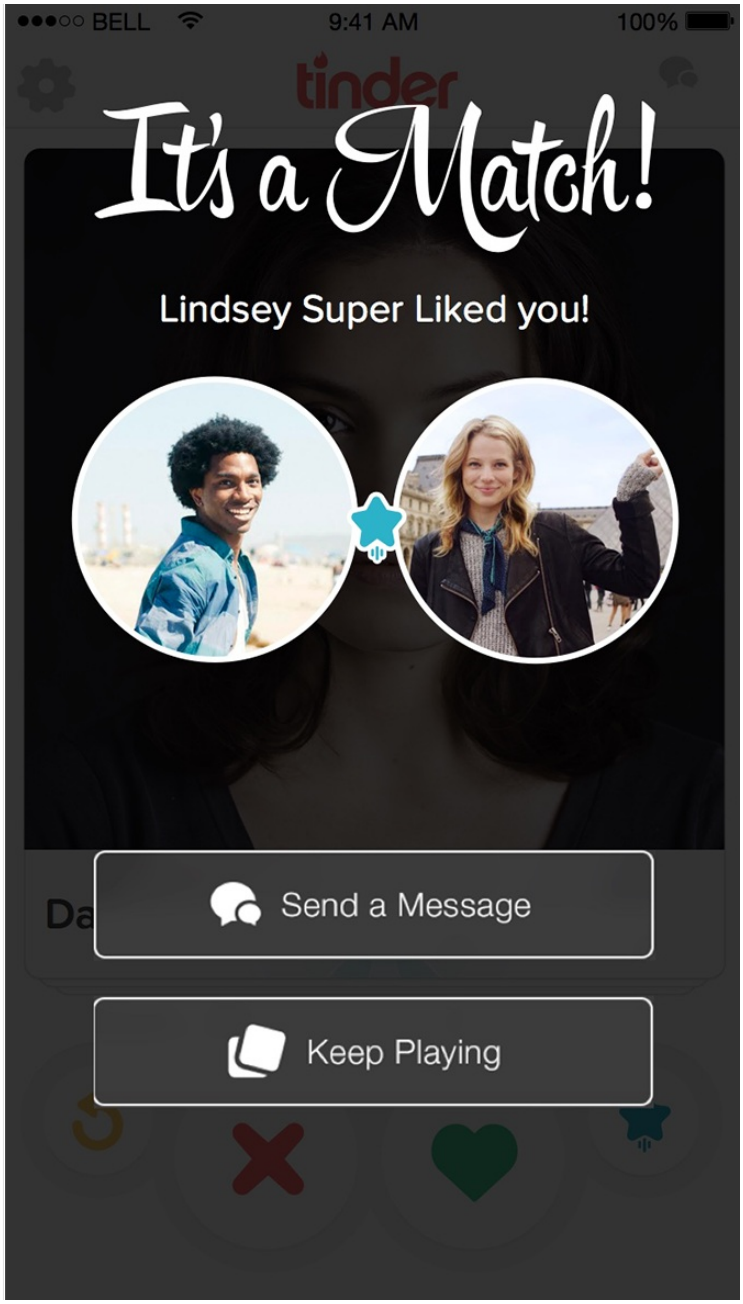
Tinder UK Newsroom

UPDATED: INTRODUCING 'SUPER LIKE' – A NEW TYPE OF SWIPE

UPDATE: Super Like is available to all Tinder members worldwide.





Swipe up, up and away! We're excited to give ourmembers a new superpower, and a new way to swipe – UP. Introducing Super Like…

We first launched in Australia just a few weeks ago, and the results have been amazing –members are three times more likely to match with someone they Super Like and conversations initiated by a Super Like last 70% longer.

Now, by swiping up, or simply tapping the new blue star icon when looking at someone's Tinder profile, allmembers can let that special someone know that they stand out from everyone else. The person you Super Liked will take notice – when your profile appears and they're deciding whether to swipe right, it will show up with a bright blue footer and star icon, highlighting that you Super Liked them. And when they do swipe right on your Super Like, it'll be an immediate match!

We wanted Super Likes to be really special while making sure everyone can use them, so to start we're giving Tindermembers one Super Like to send each day. You can't bank Super Likes, so use your daily Super Like, and use it wisely!

But wait - where's Passport? We wanted to keep Super Like easily accessible, so the Passport button has simply been moved to Discovery Preferences. To access Passport, tap the

Settings icon, select Discovery Preferences, and then tap 'Swiping In' to change your location and start swiping anywhere in the world.

Check out our Super Like launch trailer featuring supermodels Erin Heatherton and Nina Agdal below:

[video]

All Tinder members can send one free Super Like each day. Tinder Plus subscribers can send up to five Super Likes each day. Our terms haven't changed; however, until recently, some members' Super Likes may have been refilled every twelve hours. We apologize for any misunderstanding.

Additional assets available online: **Photos** (4) **Video** (1)

https://uk.tinderpressroom.com/updated-introducing-super-like-a-new-type-of-swipe