



# CRUSHCHAT

## iOS 9 Review Guide

CrushChat for iOS  
Requires: iOS7  
Price: FREE  
[crushchat.co](http://crushchat.co)

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## Anonymous App CrushChat Redefines The Messaging Space

Irvine, Calif.— Anonymous Messaging apps Yik Yak and Whisper popularized the market for anonymous social networks, but in order for the platform to continue moving forward it needed a new market leader to emerge with an exciting product offering.

Enter CrushChat, a brand new messaging app where users can anonymously chat with their secret crush and also post anonymous messages through Instagram.

“Crush Chat solves a problem that single people have had for generations – being too scared to talk to their secret crush out of fear of rejection,” said David Gill, Crush Chat’s Co-Founder. “A CrushChat user has the opportunity to not only reach out to their secret crush, but the freedom to truly say whatever they want anonymously.”

In addition, with total Instagram integration users can choose to reveal their identity by logging into Instagram. While logged in users can also post, like, or view anyone’s anonymous Post Board.

### How it works:

- Download CrushChat and send anonymous messages instantly via phonebook contacts. No login required.
- User enters a Crush Code they received to begin anonymous chat.
- A user can then anonymously initiate a chat with a member of their network, or a friend’s friend who they may have a secret crush on.
- An anonymous chat has no time limit. A user can either reveal themselves to their secret crush via Instagram, or remain anonymous.
- With “Post” users can leave anonymous comments for anyone that they follow or find interesting in the Hot/New section. Think of it like your own personal bulletin board with a 140 character limit.

Crush Chat is a free app available in the App Store in late 2015

To See CrushChat in action, visit: [www.crushchat.co](http://www.crushchat.co)

**Market:** Millennials and Teens

**Category:** Social Networking, Lifestyle

# CrushChat

The driving force behind CrushChat is anonymity. We provide users with a simple, safe and fun way to tell a friend, classmate, or co-worker exactly how they feel, without having to reveal who they are first.

Sometimes all we need is a little courage to take that next step. Our goal is that CrushChat will become the tool that both teens and adults will use to step out from behind the mask to tell someone how they really feel. To Make a Connection!

*“What makes CrushChat more appealing than other messaging and dating apps is our approach to private one-on-one conversations,” says Co-Founder Jeff Edwards. “An anonymous chat with a person already in your network is the perfect way to turn the connections you already have into something more. There’s an exclusivity with CrushChat that users are going to really love!”*



# Features

Whether you are a shy person that has a crush on someone or the popular kid that wants to tell someone the truth anonymously CrushChat is designed to work for everyone. Here are some of the best features of CrushChat.

## 1. Instagram Integration

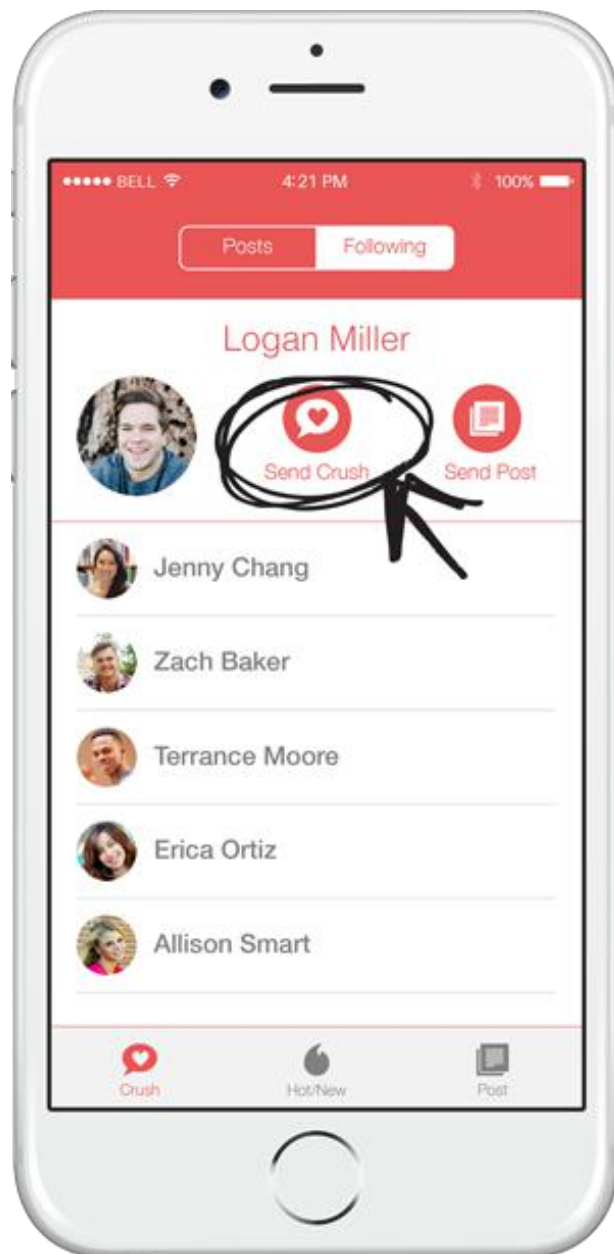
Use your Instagram account to setup your CrushChat account and Invite any Instagram followers to join your network. This gives users a wider range of potential crushes to chat with.

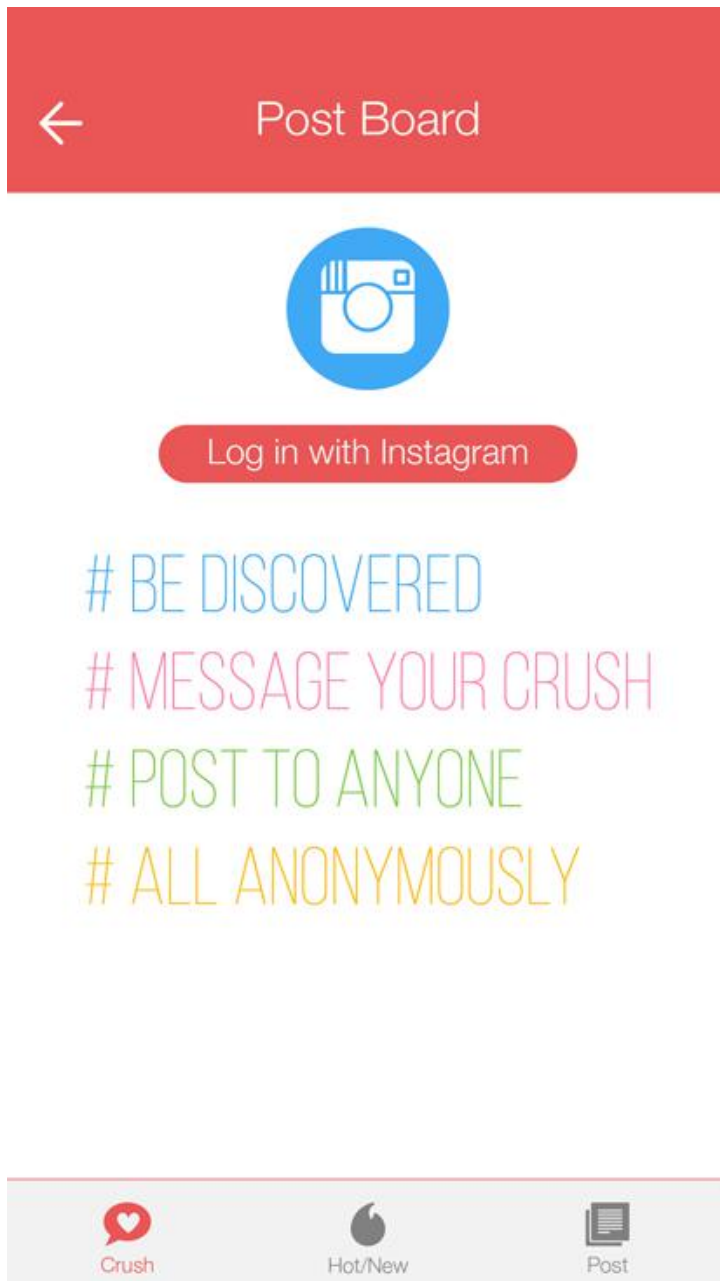
## 2. Total Privacy

Users who send crush code requests and initiate crush chats will remain anonymous unless they choose to reveal themselves during a chat. Just click on the “eye” icon to reveal your Instagram profile pic.

## 3. No limit on Crush Requests

Send as many anonymous crush requests as you want. Keep in mind, all users have the ability to block anyone that is violating our Terms of Use.



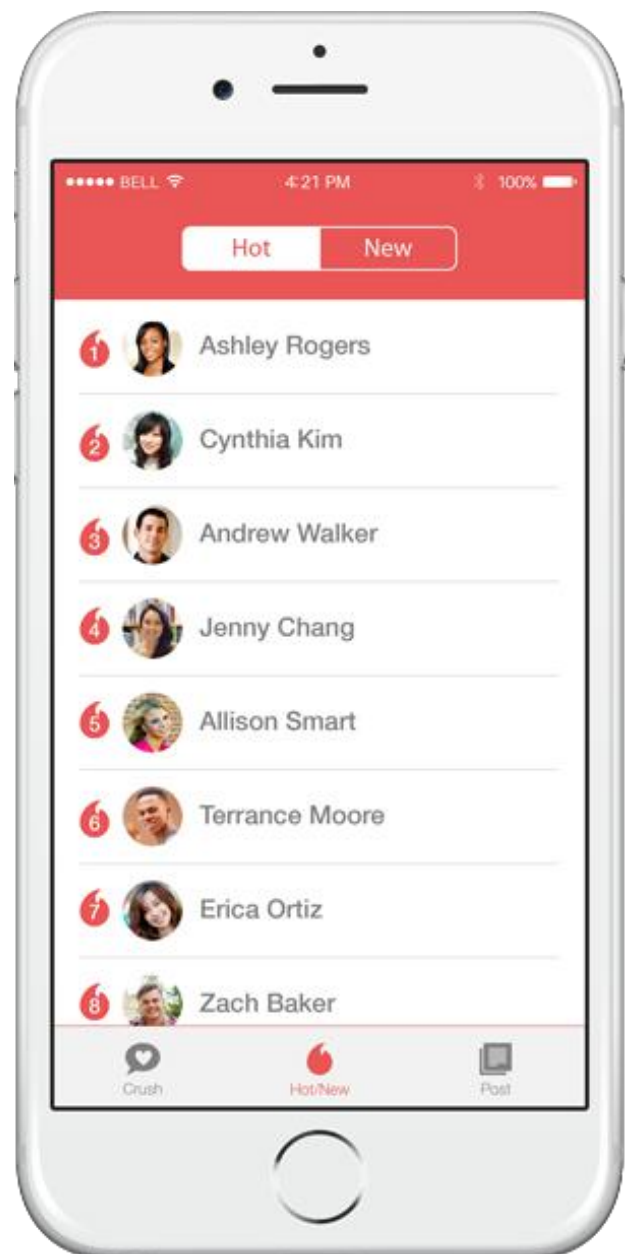


#### 4. Hot & New

Login to Instagram to connect with popular users or new people using CrushChat. View and Like anonymous comments on their Post Board or send an anonymous Crush Request.

#### 4. Post Board

A better way to communicate anonymously with potential crushes. A personal bulletin board where users logged into Instagram can send, like or view anonymous posts.



# Useful Links

- CrushChat for iOS on iTunes – late 2015 Release
- CrushChat web – [Crushchat.co](http://Crushchat.co)
- [Facebook.com/crushchatapp](https://Facebook.com/crushchatapp)
- Twitter - [@crushchat](https://twitter.com/crushchat)
- Instagram - [@crushchat](https://www.instagram.com/crushchat)
- Vine - [@crushchat](https://vine.co/crushchat)

If you want to know anything more about CrushChat or have further questions please send an email to us at: [hello@crushchat.co](mailto:hello@crushchat.co)