

Announcing the Global Launch of **Nine**, a Dating App for Instagrammers from **#2015bestnine**. Find someone who shares your interests using your Instagram photos!

More than 130,000 Instagrammers have already signed up for Nine from all over the United States. What are you waiting for?

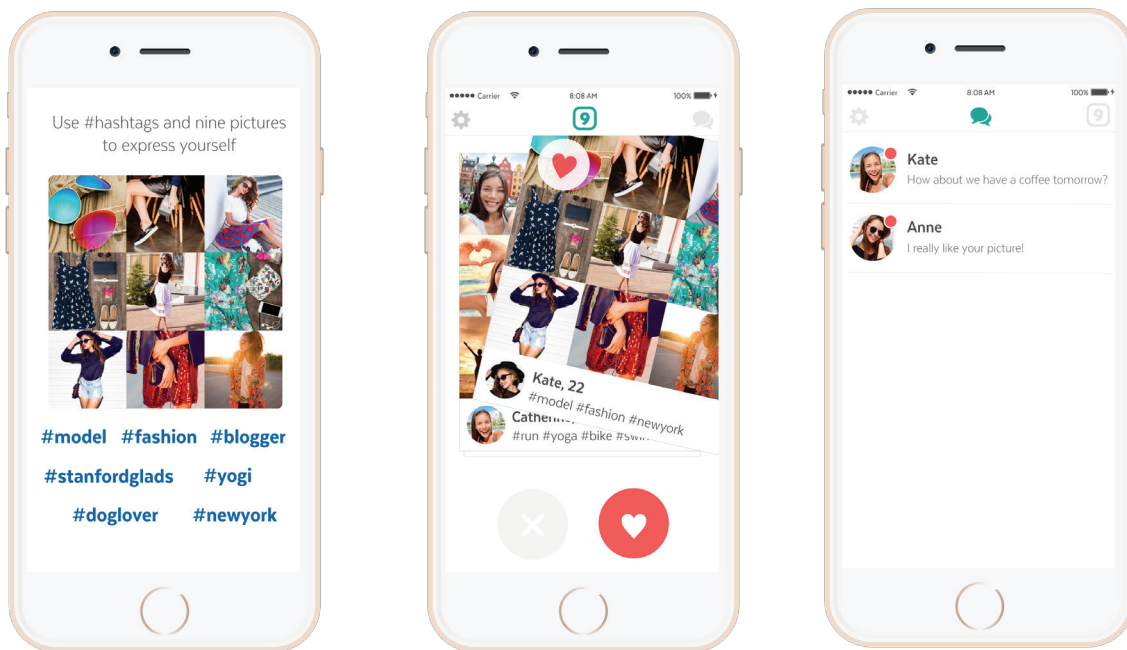
Lip Inc. (based in Tokyo; representative: Yusuke Matsumura) is happy to announce that on February 1st, 2016 (Mon) it launched Nine, a dating app that matches people through picture collages on Instagram. With no basic charges, Nine is currently offered only on iOS. (Android is coming mid February.)



App Site URL: <http://getnine.co>

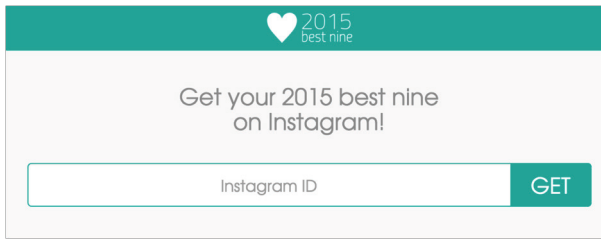
■ 130,000 people have already completed advance signups for Nine. But what exactly is it?

Rather than having to judge or be judged simply by swiping mugshots, Nine lets you connect with other Instagrammers in a more fun and creative way. Your profile consists of a collage of your best nine photos. Use the 3x3 Instagram photos that best reflect your lifestyle, interests, and who you really are and enjoy new encounters with like-minded people!



Nine pictures and **#hashtags** allow you to **get a glimpse** of people's personalities with the swipe of finger.

- **2015bestnine.com** : A teaser site where everyone from famous celebrities and globally known figures to the person next door have put up the pictures that best represent who they are.

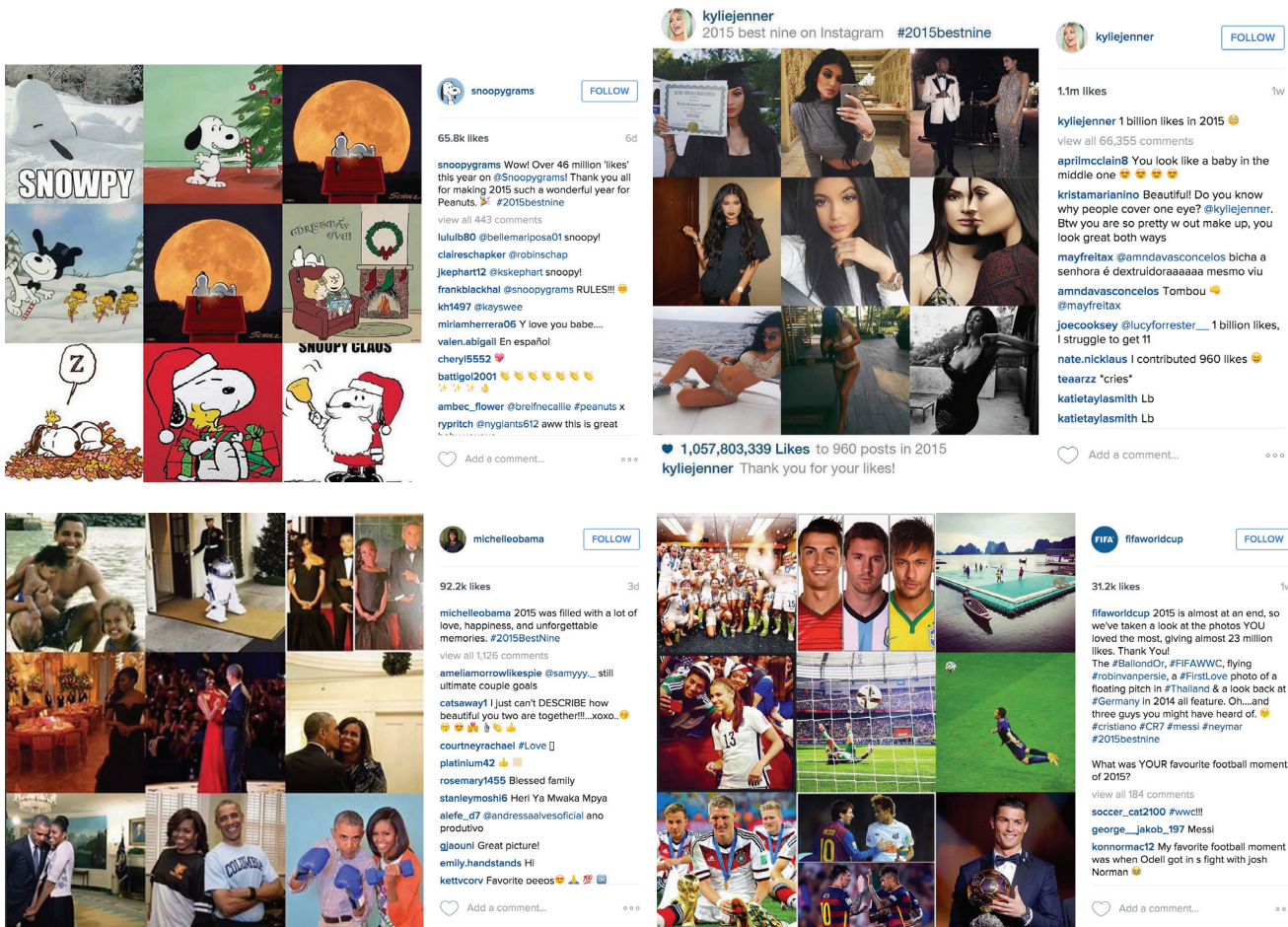


Site URL: <http://2015bestnine.com>

As a teaser campaign to promote Nine, on December 23, 2015 we opened 2015bestnine.com, a service where people can make a collage of the best nine Instagram pictures of themselves simply by entering their Instagram ID. Starting with New York and Los Angeles, it created buzz throughout the globe. We had a lot of popular accounts taking part, and many Instagrammers used 2015bestnine.com to look back at what they'd done over the past year.

■ 2015bestnine.com achievements

- More than 15 million people created their 2015bestnine over a period of seven days.
- 130,000 people completed their advance registrations for Nine, out of which 76 percent were females, an extremely rare result for dating apps. Users between the ages of 18 and 24 comprised the largest age group, and the greatest number of users were located in New York and Los Angeles.



■ Free giveaway to celebrate the release of Nine:

To mark the release of Nine, we're giving away prints of 2015bestnine collages to 2,000 people who'll be chosen in a draw. Applications welcome until the closing date on February 28th, 2016.

To apply, please visit our official website at <http://getnine.co>.



#2015bestnine
Free PRINTING and
Free GLOBAL SHIPPING!

Cherish your memory!

■ About us

We developed this app because we wanted to create a dating app that went beyond people's appearances and statuses, where the focus was on what's inside them.



Yusuke Matsumura, Ph.D. / Co-founder and President, Lip. Inc.

Co-founded Lip Inc. in 2014 after working as an EIR at Tradecraft in San Francisco. Yusuke developed his proficiency in Machine Learning from 17+ years of studying computer science and working at IBM Thomas J. Watson Research Center. He holds multiple responsibilities at Lip Inc., particularly in the areas of corporate development, data science, algorithms, and management.



Mai Sekiguchi / Co-founder and SEVP, Lip. Inc.

Co-founded Lip Inc. with Yusuke in 2014. Experienced in the creation of matchmaking apps, Mai is devoted to putting together services that focus on people's individual personalities and traits rather than their physical appearances or social standing. Before starting Lip Inc., Mai operated her own startup where she released "One Heart", a popular matchmaking app for "true love". In Japan.

■ Company Overview:

Company name:	Lip Inc.
Representative Director:	Yusuke Matsumura
Established:	November 2014
Office location:	2-6-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-0225 Japan
Description of business:	Software development in the areas of interpersonal relations and communications

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