

ONE-TAP MOMENT-SHARING APP, TAPTALK, REBRANDS AS TAPSTACK WITH RELEASE OF ENTIRELY NEW VERSION

Major new feature - the ability to save Taps into a Stack (a shared album between sender and recipient) - further differentiates the app from services like Snapchat that 'delete by default'

San Francisco, CA - March 29, 2016: Taptalk, today released its first major new version since launching in 2014 - using its considerable UX update as an opportunity to rebrand itself as Tapstack. The app's core functionality remains the same: with one tapping gesture on the profile picture of a contact, users send Taps - photos or videos of up to ten seconds - that are both shot and sent in one simple action. Version 2.0's biggest changes include an end-to-end redesign, the chance to view sent Taps, customization options for a user's grid of contacts, the ability to send not only to individuals, but also small groups, as well as a new feature that becomes the centerpiece of the app: the ability to actually save Taps into Stacks - shared albums between Tap senders and recipients.

In the previous version, Taps would disappear after just one viewing, but now users can save an incoming Tap into a Stack - a shared album of saved Taps - providing a new kind of continuity to users' exchanges on the service. In fact, when a user reviews their shared Stacks even after just a few weeks of exchange, they already have a very unique and entirely private document of the 'conversation' between them those they Tap with.

Tapstack refers to the kind of communication it enables as 'moment-sharing,' and sees itself in the space of 'personal media' - something in between messaging and social media. While messaging is meant for engaging in a real-time back-and-forth conversation, moment-sharing neither demands an immediate response, nor the use of words at all. Similarly, Tapstack draws a clear line between itself and how people share photos and videos across social media.

"A certain kind of intimacy and authenticity is lost when we share filtered images with the widest audience possible," says Onno Faber, Tapstack's CEO. "With Tapstack, though, it's quite the opposite. Users know that the Tap they receive was created exclusively for them, or a small group they're part of - and that matters. It actually serves to build intimacy."

While meant for a general audience, the app is especially well-suited for those in long distance relationships, expats and those studying abroad, new parents and their extended families, non-custodial parents and their children, military families with members deployed overseas, grandparents and grandchildren, as well as any closely connected people across time zones who can't manage to sync up via phone very often, but want to remain in regular contact.

"That's the most exciting part of our product - the capacity of Taps to actually deepen relationships, over time," says Faber. "It isn't just about consuming media, it's about creating a personal connection. And while this deeper bonding isn't something people will experience their first few times using the app, once they start tapping on a regular basis, we're pretty certain that they'll experience the benefits of Tapstack, very clearly, for themselves."

ABOUT TAPSTACK

Founded in 2014, Tapstack is a one-tap moment-sharing app that lives in the space between messaging and social media. With the ability to instantly share real photo and video moments from their daily lives with one easy Tap, our users love how our product helps them to connect more deeply with those who matter most to them. For more information, please visit www.tapstack.com.