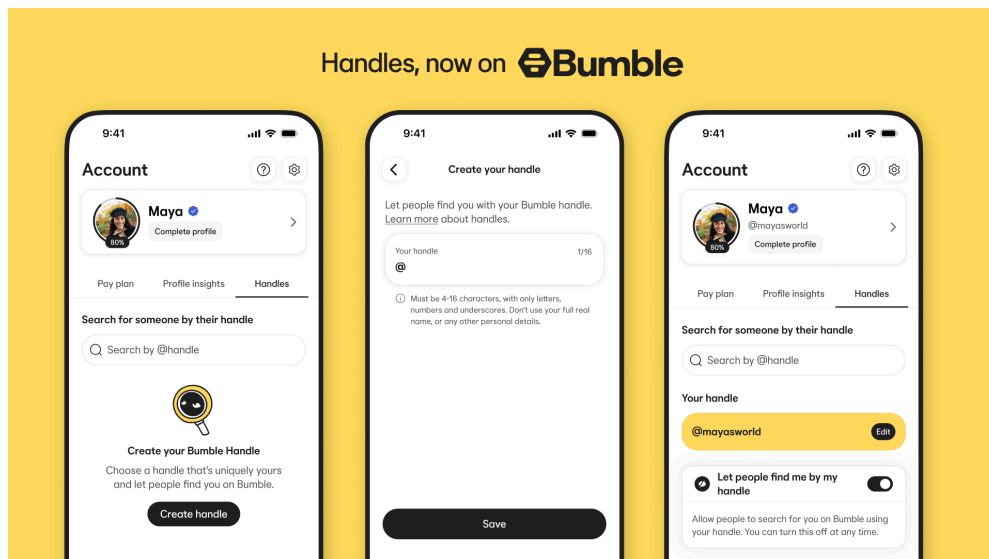


Bumble Introduces A New Way to Make Your Move with Handles

Verified members can now create a unique Bumble Handle to share with someone they meet



Courtesy: Bumble

AUSTIN, Texas – October 14, 2026 – Bumble, the women-first dating app, today announced the launch of handles as a new way for members to connect with someone through Bumble, wherever that connection may start.

Sharing contact information with someone new can feel like a tradeoff. A phone number may be too personal, while social media can reveal more of your life than you're ready to share. Bumble Handles offer another option, making it easy to find someone on Bumble, whether you meet in real life or through a friend, without exchanging personal information.

Verified members on Bumble can now create a custom handle that can be shared with someone to find their profile on Bumble and express interest. Exact handle names are required to search and handles are optional with the ability to opt-in or opt-out of being discoverable at any time.

"Bumble has always been about helping people make meaningful connections," said Whitney Wolfe Herd, founder and CEO of Bumble. "With Bumble Handles, we're making it easier to turn real-life attraction into real connection. Whether someone catches your eye or a friend wants to introduce you, you can now

simply say, 'Find me on Bumble.' It creates a bridge to explore a potential connection without having to share your phone number or personal social media. You stay in control of what you share, and when, if ever, you're ready to share more. This is a new and easier way to make moves towards intentional introductions, on your terms."

Handles were designed with members in mind. Bumble's moderation guidelines apply to the creation of handles and additional protections have been put in place to help lessen impersonations or other misuse, in addition to verification requirements.

To support the launch, Bumble teamed up with *Summer House*'s Kyle Cooke (handle: @loverboy), *A Different World* star Cornell Young IV (handle: @foreveryoung), supermodel and actress Brooks Nader (handle: @xobrooks) and creator Kelsey Calamine (handle: @takeoutkels) to claim and launch their handles on Bumble. Across social and digital out-of-home in New York, Chicago and Los Angeles, the campaign turns a simple call to action "Make your handle. Make your move." into an opportunity to meet someone through Bumble.

Handles are now available on Bumble on iOS in the US.