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Tenthbit Inc. pushes new Couple brand and comes together with Cupple in private sharing acquisition

YCombinator-backed couples app changes its name to Couple

January 31st, 2013 --San Francisco, CA—Tenthbit Inc. has changed the name of its app to Couple, and has acquired Cupple - an early innovator in the private sharing space – for an undisclosed amount.

Cupple was founded in 2011 by Tim Allison and Mark Hill in Newcastle, U.K., and launched their V2 at SXSW in 2012 where they made a big splash with their new design. Cupple was the first app to launch in the private sharing space and Tenthbit is looking forward to interacting with the Cupple team and learning from their experiences.

Cupple and Tenthbit have been speaking since last year and are pleased to announce the news.

Tim Allison, CEO of Cupple, had this to say about the acquisition: “We’re proud of what we’ve achieved over the last 14 months and we’re excited about the deal. To have built and bootstrapped the business from the very early stages to acquisition is a great result. We know Tenthbit obviously cares dearly about its users, and the users of Cupple. They plan to keep the app operational and to provide users with an option to migrate their data to Couple if they choose to.”

Oleg Kostour, CEO of Tenthbit: “Together, we’ve created a new space in the technology market for private sharing. 2012 was the year private sharing became a new category in the market and we know 2013 will see even more growth and innovation. People want privacy more than ever. The market is moving towards users having more control of the products they use and the data they wish to share.”

A powerful new brand, the acquisition and coming together with Cupple clearly signifies Tenthbit’s intent to lead the market. What’s next for Couple? Stay tuned over the next few weeks for updates.

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