



BULLS PRESS BRINGS CROWD SOURCED CONTENT TO GERMAN PUBLISHERS THROUGH PARTNERSHIP WITH NEWZULU

The Board of Pienetworks Limited (PIE) advises that, Newzulu, the world's leading crowd-sourced news and freelance journalism platform, today signed a partnership agreement with Bulls Press, Germany's leading independent multimedia agency, to deliver validated crowd-sourced content direct to publishers, broadcasters and creative agencies in Germany

The partnership between Bulls Press and Newzulu in Germany will focus on syndication of crowd-sourced photography, news footage, packaged news video and live streaming video. Newzulu will leverage the content syndication capabilities of Bulls Press to drive revenues from sales of Newzulu content in the German market.

Bulls Press was established in 1929 and grew to become Germany's leading privately owned, independent news agency established, specialising in the distribution and syndication of images, videos, cartoons, puzzles, news graphics, weather forecasts, serials, film and television rights. Bulls Press is a leading provider of news to traditional and online publishers, broadcasters, advertising agencies and commercial clients in Germany and Scandinavia.

Newzulu is a news platform with a community of over 150,000 professional and citizen journalists worldwide and with bureaux in New York, Los Angeles, Toronto, Montreal, London, Dublin, Paris, Sydney and Auckland. Bulls Press operates in twelve European markets through nine bureaux. Bulls Press represents content from clients including The Walt Disney Company, McClatchy Tribune (MCT), King Features Syndicate, Camera Press and the Swedish Meteorological and Hydrological Institute (SMHI). Bulls Press represents dozens of comics including international classics such as Phantom, Donald Duck and Mandrake.

Newzulu co-founder Alexander Hartman said: "The partnership between Bulls Press and Newzulu launches our operations in the German market, the largest European market for content sales, expanding our capability to generate revenues from crowd-sourced news syndication. The partnership advances Newzulu's objective for amateur and freelance journalists to be able to have their materials published by Germany's leading media outlets. Newzulu contributors in Germany can now share news from the Newzulu mobile apps or through the web, get published and get paid."

Mr. Hartman said the partnership combined the reach of Bulls Press in Germany with Newzulu's leading crowd-sourced news platform to deliver unique, timely, compelling content.

ABOUT BULLS PRESS GERMANY

Bulls Press is a leading privately owned, independent German and Scandinavian news agency established in 1929 that specializes in the distribution and syndication of images, videos, cartoons, puzzles, news graphics, weather forecasts, serials, film and television rights. Bulls Press is a leading provider of news to traditional and online publishers, broadcasters, advertising agencies and commercial clients.

Bulls Press operates in twelve European markets through nine bureaus. Bulls Press represents content from clients including The Walt Disney Company, McClatchy Tribune (MCT), King Features Syndicate, Camera Press and the Swedish Meteorological and Hydrological Institute (SMHI). Bulls Press represents dozens of comics including international classics such as Phantom, Donald Duck and Mandrake.

Website: www.bullspress.com

Bulls Press Media Contact: Alfred Hoffman, ahoffman@bullspress.de

ABOUT NEWZULU

Newzulu Limited (www.newzulu.com) (**Mobile apps available on iOS and Android**) is the world's leading crowd-sourced news and freelance journalism platform which operates in partnership with Bulls Press in Germany.

Newzulu was founded in 2006 as Citizenside.com in partnership with Agence France-Presse (AFP) to network over 150,000 citizen journalist contributors in over 150 countries and multiple languages worldwide. Newzulu also operates in partnership with the Press Association (PA) in the UK & Ireland, Canadian Press (CP) in Canada, Bulls Press (BP) in Germany, Australian Associated Press (AAP) in Australia & NZ Newswire in New Zealand. Newzulu was founded by Matilda Media, on the basis of acquiring the assets of Citizenside, founded in 2006 by AFP and other French media investors.

Newzulu acts as a platform for the distribution of news photos, videos and text through its online sales platform and in partnership with AFP and the world's leading global and national news wires. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto, Montreal, Sydney and Auckland.

Newzulu and its commercial division PrimeZulu provide white-label contributor platforms and editorial community services, including a curated, social media and contributor-sourced image, video and text news service on an SAAS basis to thousands of editorial and commercial clients globally.

Website: www.newzulu.com

German Media Contact: Laura Placide, Editor in Chief, Newzulu / Citizenside, laura@newzulu.com,

Newzulu Corporate Contact : Alexander Hartman, Group Managing Director, Newzulu Europe Limited, alexassist@newzulu.com

Source: Bulls Press, Newzulu, Wikipedia