



THE CANADIAN PRESS AND NEWZULU PARTNERSHIP BRINGS CROWD SOURCED CONTENT TO CANADIAN PUBLISHERS

The Board of Pienetworks Limited (PIE) advises that, The Canadian Press, Canada's multimedia news agency, today signed a partnership agreement with user-generated content aggregator Newzulu to deliver validated crowd-sourced content direct to Canadian publishers, broadcasters and creative agencies.

Newzulu today launched a Canadian edition in English and French through which contributors can share news, get published and get paid via the web at www.newzulu.ca or via the Newzulu mobile apps for iOS and Android.

The agreement will initially focus on crowd-sourced photography and eventually incorporate video.

Canadian Press journalists capture hundreds of photographs and videos from its bureaus across Canada, comprising the leading package of Canadian news imagery in the marketplace. Crowd-sourced and freelance content from Newzulu complements CP's award-winning service by providing images from an alternative, and broader range of news coverage sources.

Canadian Press President Malcolm Kirk said the new image and video content streams would provide customers with a wider choice at a time when publishers and broadcasters were looking for something out of the ordinary.

"We are looking forward to having a reliable way to access crowd-sourced, quality images and video, and this content -- verified by Newzulu -- is a good fit and will be offered to Canadian publishers in a timely manner," Kirk said.

"The Newzulu offering does not replace what we have traditionally offered through our own staff and through our global partners like The Associated Press," said Kirk. "Rather, the Newzulu content will be made available for sale through the CPIImages archive, and is intended to complement and expand the overall available menu of Canadian and international images. It promises to be a wonderful mix."

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.

Newzulu co-founder Alexander Hartman said: "The partnership between The Canadian Press and Newzulu launches the exciting possibility for amateur and freelance journalists to have their work published and paid for."

"Newzulu is delighted to partner with CP to provide leading publishers, broadcasters and commercial clients with the best crowd-sourced images and videos available from smartphones, the web and social media networks."

Mr. Kirk and Mr. Hartman said the partnership combined the reach of The Canadian Press as Canada's leading multimedia news agency with Newzulu's leading crowd-sourced news platform to deliver compelling content.

ABOUT THE CANADIAN PRESS

The Canadian Press is Canada's most trusted news source and leader in providing real-time, bilingual multimedia content across print, broadcast, online, mobile and social media. More than 200 journalists produce, package and distribute news stories, photos, graphics, audio and video, plus international coverage from The Associated Press, to daily newspapers, radio and TV stations, and websites that have relied on CP's fast, accurate and impartial reporting for more than 95 years.

The Canadian Press is also the exclusive reseller of NewsCred's Content Marketing Cloud in Canada, which gives media and brand publishers an end-to-end platform to manage, curate, publish, share and measure millions of articles, images and videos produced by more than 4,500 world-class editorial sources.

Website: www.thecanadianpress.com

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ABOUT NEWZULU

Newzulu Limited (www.newzulu.ca, www.newzulu.ca/fr) (**Mobile apps available on iOS and Android**) is the world's leading crowd-sourced news and freelance journalism platform which operates in partnership with Canadian Press in Canada.

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.ca (Canadian English), www.newzulu.ca/fr (Canadian French)

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Source: CP and Newzulu