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NEWZULU SIGNS MULTI-YEAR, MULTI-PLATFORM DEAL WITH RTL

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed a multi-year, multi-platform licensing agreement with RTL Nederland B.V. (“RTL Nieuws”) and RTL Nederland Interactief B.V. (“Buienradar”), subsidiaries of the leading European entertainment company, RTL Group. With interests in 60 television channels and 31 radio stations, RTL Group reaches audiences around the world.

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user-generated content (“UGC”) to allow broadcasters, publishers and brands to create a deeper engagement with their audiences.

During the three-year term, Newzulu will license its Platform, Live and Mobile products to RTL Nieuws and Buienradar on a subscription basis, for use on their respective websites and in their mobile applications.

The Newzulu Platform provides custom white-label UGC experiences for some of the world’s largest publishers and brands, and will enable RTL Nieuws and Buienradar to manage, curate, moderate and publish content at scale. The agreement also includes Newzulu’s Live software development kit (“SDK”), to obtain and manage live streams from the field, and publish them to the web and broadcast.

“After extensive market research, RTL Nieuws and Buienradar chose to work with Newzulu due to its strong UGC platform and live streaming capabilities”, said Niels de Kind, Manager RTL Weer en Verkeer, “We’re excited to use Newzulu’s services to deepen our engagement with our online and mobile users.”

“Newzulu is delighted that RTL Nieuws and Buienradar have chosen to partner with Newzulu for its UGC and live streaming solutions” said Marc Milgrom, CEO of Newzulu. “With millions of daily viewers and users on both companies’ sites and mobile applications, this deal represents a significant opportunity for Newzulu. This is an important first contract for Newzulu with RTL Group, the leading TV Broadcaster in Europe, a leading global TV producer and a global powerhouse in online video.”

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About RTL Nieuws and Buienradar

RTL Nieuws is a Dutch news service produced by RTL Nederland, a subsidiary of the RTL Group, the leading European entertainment group network. With millions of daily viewers and users, RTL Nieuws ranks among the top 20 most visited websites in the Netherlands. The company has several popular news brands, including RTL Nieuws, EditieNL, and RTL Z, with a total editorial staff of 165. Its goal is to provide its many visitors with independent, relevant national and international news via news bulletins on TV, its websites, and RTL Nieuws apps. Also part of RTL Nederland, a subsidiary of RTL Group, Buienradar owns and operates weather forecast and traffic websites and mobile applications.

About Newzulu

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user-generated content to allow broadcasters, publishers and brands to create a deeper engagement with their audiences. Newzulu's Platform is a web-based and mobile software that enables businesses to gather, organize, publish and amplify user-generated content at scale. Newzulu's Creative division provides crowd-sourced, creative film and video production for the digital age. Newzulu's Content division allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid. Headquartered in New York, Newzulu operates bureaus in Toronto, London, Paris and Lyon. Newzulu operates in partnership with Associated Press (AP), Getty Images, Tribune Content Agency and Alamy in the United States, Agence France-Presse (AFP) in France, Press Association (PA) and Videoplugger in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia and other news agencies around the world.

Further information can be found on www.newzulu.com.