

## Larry King now live on HearMeOut platform

### Key points:

- Mr Larry King, one of the most accomplished broadcasters of modern time, has begun posting content to the HearMeOut platform
- He will be posting authentic audio content in his own name on a regular basis, with key posts to be shared across his social media accounts
- Mr King boasts more than 3M followers on Twitter and Facebook and he is incentivised to attract users to the HearMeOut platform

**21 December 2017:** HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a leading voice - based social media platform, is pleased to advise that legendary broadcaster and one of the most recognisable voices in media, Mr Larry King, has begun posting original content on the HearMeOut platform.

"Mr King is widely recognised as one of the most accomplished and respected television and radio broadcasters of the modern era, and to have him posting his original content to the HearMeOut platform is a real coup," said HearMeOut Co-founder and CEO, Mr Moran Chamsi.

"He is already attracting significant interest from HearMeOut users, and as he begins to post to his unique content to his social media platforms we expect followers of his channel on the HearMeOut platform to grow quickly," he added.

Mr King boasts more than 3M followers on Twitter and Facebook and he is incentivised to attract users to the HearMeOut platform (refer ASX announcement dated 4 December 2017).



The screenshot shows Larry King's Twitter profile (@kingsthings) with 15.5K tweets, 862 following, and 2.82M followers. A tweet from 1 hour ago reads: "I'm now on HearMeOut. See what it's all about, click play." Below the text is a video player for a HearMeOut audio clip titled "Larry King Me | 00:40". The video player shows the HearMeOut logo and a play button. Below the video, it says "15 likes" and "7 comments". One comment is visible: "Larry King Excited to be on HearMeOut".

In 2009 Larry King made global headlines when Hollywood star and tech investor Ashton Kutcher challenged him (and his employer CNN) to a popularity contest, with Kutcher and King/CNN each racing to get 1 million followers on Twitter first. This was well before today's mainstream adoption of social media (Twitter, Facebook, Instagram, HearMeOut, etc).

He is most well known for the CNN television program Larry King Live, which aired from 1985 to 2010 in the US and around the world. In recent years, he co - founded Ora TV, a pioneer in digital video streaming, and has been nominated for 3 Emmy awards for his talk shows with Ora, Larry King Now and Politicking with Larry King.

## Ends

### About HearMeOut

HearMeOut (ASX: HMO) is an Israeli - based global company that provides a revolutionary voice - based social media platform that transforms the way people engage with and consume social media. The platform enables users to share and listen to 42 - second audio posts through the platform's native feeder on other social networks, such as Twitter or Facebook.

Through this app, people can express their authentic voice and put their unique signature on social media interactions.

For more information on HearMeOut, please visit

[www.hearmeoutapp.com](http://www.hearmeoutapp.com)

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