

ASX Company Announcement | Issue Date: 9 December 2014

NEWZULU EXTENDS RELATIONSHIP WITH AAP TO LAUNCH LIVE VIDEO STREAMING SERVICES

Newzulu Limited (ASX: NWZ) is pleased to announce that it has entered into an agreement with Australian Associated Press (AAP) to launch live video streaming capabilities across Oceania.

Commenting on the agreement, Newzulu Executive Chairman Alex Hartman said: “AAP have been wonderful partners and thus it was natural to extend our strategic relationship with AAP to now cover Newzulu Live – our validated live streaming service. This builds on our existing relationship where AAP market and distribute crowd-sourced photos and videos from the growing Newzulu community of contributors. Newzulu Live will deliver additional functionality, capabilities & benefits to AAP and our community of contributors.”

Newzulu Live allows news organisations to plug into verified, produced, secure live streams from citizen and/or staff reporters, worldwide, 24/7. Newzulu Live delivers edited, pre-produced and broadcast-ready live streams. All streams are “cleaned” according to set editorial guidelines, i.e. no profanity, no nudity and media companies can launch newscalls to get the coverage they need.

AAP editor in chief Tony Gillies said, “We’re excited about this partnership. It aligns perfectly with our strategy to deliver a highly relevant, high quality video service to our valued breaking news customers.”

Agreement highlights

- Newzulu to setup Newzulu Live infrastructure at AAP’s Rhodes offices
- Deploy Newzulu Live capabilities to AAP staff and commence integration of Newzulu Live within AAP newsroom operations
- AAP will assist with launch marketing and commercialisation of Newzulu Live across Oceania.

About AUSTRALIAN ASSOCIATED PRESS

Australian Associated Press (AAP) is Australia's national news agency and content partner, providing editorial and business solutions to the Australian and international media and corporate sectors for almost 80 years.

AAP delivers business solutions in the following key areas:

- News, editorial and multimedia content solutions
- Racing news, data and analysis
- Media intelligence and analysis
- Web and publication design

The news agency is geared to provide fast, accurate, relevant and cost-effective content solutions, moving over two billion words per year and sending approximately 4,500 stories, pictures, videos and data files to its customers daily. Website: www.aapnewswire.com.au

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For further information please contact:

Alexander Hartman
Executive Chairman

E: alexassist@newzulu.com

Ronn Bechler

Investor Relations, Market Eye

P: +61 (0)400 009 774

E: ronn.bechler@marketeye.com.au

About Newzulu

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a smart phone and a story, to share news, get published and get paid. Further information can be found on www.newzululimited.com