

ASX Company Announcement | Issue Date: 27 January 2015

CANADIAN PRESS DEAL EXTENDED TO INCLUDE NEWZULU LIVE

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered into an agreement with The Canadian Press (**CP**) to launch live video streaming capabilities across Canada.

Commenting on the agreement, Newzulu Executive Chairman Alex Hartman said: “Newzulu and CP have successfully collaborated as strategic partners for over a year now and thus it was natural to extend our relationship to cover Newzulu Live – our validated live streaming service. This builds on our existing relationship where CP market and distribute crowd-sourced photos and videos from the growing Newzulu community of contributors. Newzulu Live will deliver additional functionality, capabilities and benefits to CP as well as to 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.

Agreement highlights

- Newzulu to setup Newzulu Live infrastructure out of Newzulu’s Toronto bureau
- Newzulu to deploy Live capabilities to CP staff and commence integration of Newzulu Live within CP newsroom operations
- CP to assist with the launch of marketing and commercialisation of Newzulu Live across Canada.

About CANADIAN PRESS

The Canadian Press (**CP**) is the national news agency of Canada. CP is a dynamic, agile, bilingual news agency, driven by leading-edge technology and the ability to serve multimedia news to multiple platforms. As Canada's oldest independent national news agency, CP has provided editorial and business solutions to the Canadian and international media for almost 100 years.

CP delivers business solutions in the following key areas:

- News, editorial and multimedia content solutions
- Financial tools and data
- Automotive videos and features
- Sports news and data
- News monitoring and press release distribution

The Canadian Press provides real-time text, photos, audio, graphics, video and online services to newspapers, broadcasters, publishers, websites, wireless carriers, cable companies, government and corporate clients. Website: www.thecanadianpress.com.

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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