

ASX Company Announcement | Issue Date: 2 July 2015

NEWZULU LAUNCHES ENTERTAINMENT NEWS VERTICAL

Newzulu Limited (ASX: NWZ) is pleased to announce that it has launched its entertainment, celebrity and showbiz platform, Boomzulu (www.boomzulu.com), in addition to Boomzulu mobile apps for iOS and Android. Entertainment and celebrity content is highly valued by publishers and broadcasters worldwide. Contributors can now submit entertainment and celebrity content through the Boomzulu website and apps, get published and get paid. Boomzulu will operate with contributor and social media outreach in conjunction with Newzulu bureaus worldwide, with editorial operations in English and French based in London, Los Angeles, New York, Toronto, Montreal, Paris and Sydney.

Boomzulu is a crowd-sourced entertainment, celebrity and showbiz news platform sourcing photos, videos and live video streams for syndication and licensing via Newzulu's global partnerships including Getty Images, Alamy, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, DDP in Germany, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic and Aflo Co. in Japan. The Boomzulu initiative is anticipated to generate significant additional revenues for Newzulu's editorial business.

Boomzulu has entered a strategic partnership with leading London-based showbiz agency BANG Media International (BANG) to produce daily English and French Boomzulu video bulletins featuring celebrity and entertainment news for syndication by publishers and broadcaster, incorporating BANG news content. The Boomzulu video bulletins are produced daily at Newzulu's Los Angeles, New York and Paris news studios and will be syndicated on a revenue share basis between Newzulu and BANG.

"Entertainment and celebrity content is in high demand and is highly valued by publishers and broadcasters worldwide. The Boomzulu platform and particularly the Boomzulu apps for iOS and Android, which feature Newzulu Live's mobile video streaming technology, promise to provide unprecedented access to entertainment events and candid celebrity content for syndication through Newzulu's global partnerships."

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For further information please contact:

Alexander Hartman
Executive Chairman
E: alexassist@newzulu.com

Karen Logan
Company Secretary
E: karen@newzulu.com

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. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto, Montreal, Sydney and Perth. In February 2015 Newzulu completed the acquisition of leading Toronto based user-generated content marketing software company Filemobile Inc. Newzulu operates in partnership with Getty Images, Alamy, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, ddp images in Germany, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.