

ASX Company Announcement | Issue Date: 23 July 2015

NEWZULU SIGNS PARTNERSHIP WITH GTRES ONLINE

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has entered a strategic partnership and content syndication agreement (**Agreement**) with Gtres Online (<http://gtresonline.net/>), a leading news agency with distribution activities in Spain and Portugal. Newzulu's crowd-sourced news archive will be featured among Gtres Online's collection. Newzulu and Gtres Online will work together to generate revenue through the sale and licensing of Newzulu's crowd-sourced content to Gtres Online's editorial, creative and commercial clients in Spain and Portugal.

While the specific commercial terms of the Agreement were not disclosed, Newzulu expects the Agreement with Gtres Online will deliver a material increase in revenues for Newzulu's editorial business in the European region from the date that the Newzulu archive is uploaded to the Gtres Online platform. The Agreement covers terms for distribution and licensing of Newzulu content by Gtres Online on a non-exclusive basis, with a focus on high-quality, validated crowd-sourced videos and photography.

"We are delighted to partner with Gtres Online to bring the power of validated, high-quality, crowd-sourced Newzulu content to their platform and clients in Spain and Portugal. In parallel with the expanded distribution in these key European territories through Gtres, Newzulu will expand its community and crowd-sourced content gathering in Spain and Portugal." said Alexander Hartman, Executive Chairman of Newzulu. "Crowd-sourced images and video offer unique editorial perspectives of breaking news events and compelling, alternate angles of breaking stories". "Through Newzulu's partnership with Gtres Online, contributors of content to Newzulu can get published and get paid by any media outlet creative agency or commercial client in Spain, Portugal or around the world."

About Gtres Online

Gtres Online (www.gtresonline.net) is a leading news and multimedia agency operating with extensive distribution of images and videos in Spain and Portugal to media outlets, commercial and creative clients. Featuring an online platform for content review and licensing, Gtres Online is a major player in the syndication of news and entertainment multimedia materials in its territory of operation.

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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. 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, Tribune Content Agency, 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.