

ASX Company Announcement | Issue Date: 11 February 2016

## **NEWZULU SIGNS NEW PLATFORM CLIENTS IN NORTH AMERICA**

**Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company)**, the world's leading crowd-sourced media company, is pleased to announce that it has signed two new North American clients, Jamaican newspaper publishing enterprise The Gleaner Company, and US-based non-for-profit organization The Herman Foundation, to license Newzulu's Platform services. The Newzulu Platform provides custom white-label UGC experiences for some of the world's biggest publishers and brands to create compelling interactive online experiences on a Software as a Service basis.

Under the contract with The Gleaner Company, publisher of the Caribbean's oldest running newspaper, Newzulu will license its Platform for gathering crowd-sourced content from The Gleaner audience across Jamaica. The agreement will support the development by The Gleaner of their user-generated content brand "My Report" which allows Jamaicans to share stories around a variety of content themes. "My Report" is a multi-platform system designed for mobile and desktop, leveraging Newzulu's technology.

The agreement with The Gleaner Company will position Newzulu's technology platform to reach several million Jamaicans and provides a basis to increase the volume of Jamaican content available to Newzulu for international syndication through its global news agency and licensing partnerships. The agreement supports Newzulu's strategy to license the Newzulu Platform technologies to the world's leading publishers, broadcasters and brands.

Newzulu has also signed a client deal with The Herman Foundation which has a mission to develop and support ways that encourage users of all ages and backgrounds, from ethnic and geographic origins around the globe to record their memories, share their stories and to learn from the experiences of others throughout the school years. Under the agreement, Newzulu's technology will power the platform for The Herman Foundation's "StoryCast Project", a digital project aimed at sharing experiences around education. The platform will allow students to easily upload audio, video, print and photo files organized, archived and available for sharing every day and for generations to come.

Mark Herman of The Herman Foundation, stated, "Our vision is to build a community-oriented platform that is dedicated to a vibrant and interactive exchange, sharing the real-time, life-forming experiences of growing up and going to school. While it seems these days that everyone is focused on the "data" to assess students' proficiency, progress and preparedness, we are focused on breathing life into their everyday experiences in their own words. We look forward to our Newzulu partnership to accomplish our mission."

Newzulu Executive Chairman Alexander Hartman commented on the deal: “Newzulu is pleased to announce that The Gleaner Company and The Herman Foundation have signed as Newzulu clients and that both will use Newzulu’s technology to power their crowd-sourced content initiatives. Newzulu is delighted that its technology platform represents a solution for a diverse range of client requirements in any jurisdiction, promoting audience engagement and lowering the cost of sourcing high quality content.”

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**About Newzulu**

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid. Headquartered in New York, Newzulu operates bureaus in London, Paris, Los Angeles and Toronto. Newzulu operates in partnership with Associated Press (AP) Getty Images, Tribune Content Agency, Alamy, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, ITAR TASS in Russia, Agenzia Nazionale Stampa Associata (ANSA) in Italy, East News in Poland, ANSA in Italy, Wikono Societed Limitadaa in Spain and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).