

ASX Company Announcement | Issue Date: 7 March 2016

## NEWZULU SIGNS PARTNERSHIP WITH SWS

Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company), the world's leading crowd-sourced media company, is pleased to announce that it has entered a strategic partnership (**Agreement**) with SWS (**SWS**) (<http://www.sws.ms>) the Spanish-language marketing agency with activities throughout Latino US, Mexico and Latin America. SWS provides turnaround and digital strategies to the Hispanic world's leading magazine publishers, as well as turnaround and growth strategy of the leading Hispanic public TV and Radio multimedia player in the US.

Newzulu's high quality user-generated content (**UGC**) platform products and services, as well as live streaming offering, will be featured for sale to SWS's clients including major publishers, broadcasters and brands. Newzulu and SWS will collaborate together to generate revenue through the sale and licensing of Newzulu's Platform and live services to SWS's editorial and commercial clients worldwide.

Newzulu expects the Agreement with SWS will deliver an increase in revenues for Newzulu's Platform and Live streaming businesses, while the specific commercial terms of the Agreement remain confidential. The Agreement covers terms for licensing of Newzulu products and services by SWS on a non-exclusive basis.

"We are delighted to announce this partnership with SWS, the marketing consulting powerhouse in the US Latino and Latin American markets, which has unrivalled reach to Spanish language brands, broadcasters and publishers around the world. We look forward to working with SWS to increase the distribution and licensing of Platform and Live to SWS clients. This deal is a recognition by SWS, a world-leading consulting firm, of the increasing importance of UGC and live streaming content in the marketing mix." said Alexander Hartman, CEO of Newzulu.

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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 and Alamy in the United States, Agence France-Presse (AFP) in France, Press Association (PA) and Videoplugger in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Aflo Co., Ltd in Japan, Australian Associated Press (AAP) in Australia, ITAR TASS in Russia, Norwegian News Agency (NTB) and YAY Images in Norway, Agenzia Nazionale Stampa Associata (ANSA) in Italy, ddp Images in Germany, East News in Poland, TT Nyhetsbyrå in Sweden, Agencia EFE in Spain, Wikono Sociedad Limitada and GtresOnline in Spain and South America, Northfoto in Eastern Europe. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).

**About SWS**

SWS is a hands-on consulting firm specializing in disruptive and results-oriented strategy. Their client list includes global players such as Coca-Cola and Televisa, as well as local industry leaders in search for solid future positions that embrace the powerful benefits the connected world can offer. Focused on both the US Latino and Mexican markets, their strengths comprise proven expertise in the telecom, media, marketing & digital space. SWS provides turnaround and digital strategies to the Hispanic world's leading magazine publishers, as well as turnaround and growth strategy of the leading Hispanic public TV and Radio multimedia player in the US.