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## **NEWZULU SIGNS NEW U.S. CONTENT PARTNER**

- + Newzulu will distribute its crowd-sourced photos to Newscom, the world's first international content provider in the digital multimedia world.
- + Revenue will be split on a revenue share basis.
- + The agreement is in line with Newzulu's strategy to focus on sales in the North American market.

**Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company)** one of the world's leading crowd-sourced media companies that provides coverage, content and technology to news agencies, publishers and brands, is pleased to announce that it has signed a new partner to the Newzulu Content syndication platform. Newzulu has entered into a partnership with the world's first international content provider in the digital multimedia world, Newscom, for the distribution of its user-generated content throughout the United States of America (**U.S.A.**).

Under the agreement, Newzulu will provide its high-quality, validated, crowd-sourced photo content to Newscom for distribution and licensing through Newscom's extensive national client network, on a revenue share basis. With Newscom's 5,000-strong client base covering 106 countries, this Agreement positions Newzulu as a leader in the U.S.A market, and opens up new opportunities for Newzulu's contributors to have their images sold throughout the U.S.A. Newzulu contributors receive a split of the revenue received by Newzulu when their content is licensed through Newzulu's global partnerships.

Newscom is the fifth North American partner for the Newzulu Content business after Getty Images, Associated Press, Tribune Content Agency and Alamy. This partnership is in line with Newzulu's strategy to concentrate on the North American market, and is one of the many partnerships in the strong pipeline of publishers, broadcasters and brands that Newzulu hopes to sign in the coming months.

Newzulu Chief Executive Officer Alexander Hartman commented on the partnership, "Newzulu is delighted to announce this partnership with Newscom, which will provide opportunities for Newzulu contributors to sell their high quality crowd sourced images through the United States. This deal allows anybody with a smartphone and a story to submit images to Newzulu, to get published and paid through Newscom's extensive network of editorial and commercial clients."

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“Newscom is thrilled to partner with Newzulu. The addition of its high quality crowd-sourced images will be a valuable addition to our already robust and diverse archive”, said B.J. Warnick, Newscom’s Vice President of Rights and Licensing.

- ENDS -

**For further information please contact:**

Alexander Hartman  
Managing Director  
E: [alexassistny@newzulu.com](mailto:alexassistny@newzulu.com)

Karen Logan  
Company Secretary  
E: [karen@newzulu.com](mailto:karen@newzulu.com)

**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 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 Societed 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 Newscom**

Newscom is a world leader in providing high-quality images, video and other supplemental content from a vast array of global sources. Established in 1985, Newscom offers customers one-stop access to more than 100 million photos, videos, graphics, illustrations and text stories from nearly 200 of the world’s top publishers and content creators in the multimedia industry. Owned and operated by Mainstream Data, Inc., Newscom also hosts web sites for content suppliers and syndicates, helping agencies deliver their content to a wider audience. Newscom uses the latest in content-delivery technology to provide up-to-the-second news and visuals to more than 20,000 users worldwide. Further information can be found on <http://www.newscom.com>.

B.J. Warnick  
Vice President Rights, Licensing and Sales  
E: [bwarnick@newscom.com](mailto:bwarnick@newscom.com)

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