



October 1, 2014

GoPro Founders Establish The Jill + Nicholas Woodman Foundation

SAN MATEO, Calif., Oct 1, 2014 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ: GPRO), enabler of some of today's most immersive and engaging content, today announced that GoPro's husband and wife founders, Nicholas and Jill Woodman, have provided a personal gift towards establishing a new charitable organization, The Jill + Nicholas Woodman Foundation. J.P. Morgan Securities LLC, the lead book-running managers of the Company's June 2014 public sale of 20,470,000 shares of Class A common stock, has agreed to release the charitable organization from a lock-up restriction with respect to the 5,821,739 shares of the Company's Class A common stock gifted to it. Nicholas Woodman, an officer of the Company, and Jill Woodman personally contributed the aforementioned shares from their own holdings toward the foundation, effective on October 3, 2014.

"We wake up every morning grateful for the opportunities life has given us," Nicholas and Jill expressed in a joint statement. "We hope to return the favor as best we can."

More information on the Jill + Nicholas Woodman Foundation will be released at a later date.

This press release is not an offer for sale of the securities in the United States or in any jurisdiction where registration or an exemption from registration under the United States Securities Act of 1993, as amended.

About GoPro, Inc. (NASDAQ:GPRO)

GoPro, Inc. is transforming the way people capture, manage, share and enjoy life experiences. By helping people self-capture immersive, engaging photo and video content of themselves participating in their favorite activities, we are helping the world express itself in a powerful new way. Our customers include some of the world's most active and passionate people. The quality and volume of their shared GoPro content, coupled with their enthusiasm for our brand, virally drives our business.

What began as an idea to help athletes self-document themselves engaged in their sport has become a broader solution for people to self-document themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro has enabled the world to capture and share its passions. Now the world, in turn, is helping GoPro become one of the most exciting and aspirational companies of our time.

For more information, visit www.gopro.com or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), [Pinterest](#) or [LinkedIn](#).

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