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GoPro Launches Major Retail Expansion at Best Buy For HERO® Cameras and Accessories

In-Store Presence Tripled With 12-Foot Display and 40" Monitor Enhanced Consumer Experience in Holiday '14

SAN MATEO, Calif., Oct. 3, 2014 /PRNewswire/ -- GoPro, maker of the world's most versatile camera and facilitator of some of today's most engaging content, has announced a large scale merchandising rollout with Best Buy, the world's largest specialty consumer electronics retailer. The newly announced and highly anticipated HERO4 will be available in Best Buy stores and on BestBuy.com beginning Oct. 5, and will be the centerpiece of GoPro's significantly expanded in-store footprint.



The new display rollout to 500 stores begins this week and triples GoPro's in-store retail presence at Best Buy. This is GoPro's biggest retail display unit and it is exclusive to Best Buy. Chief among the enhancements of GoPro's upgraded residences are new display units designed to provide a more immersive content viewing experience for customers - a point of critical importance to adequately conveying the value of GoPro products. The new fixtures will be 6 feet tall, allowing for greater visibility for shoppers, and include larger monitors that will showcase a variety of GoPro videos, which encompass some of the world's most widely watched user generated content as well as GoPro's own award-winning productions.

"This expansion will provide GoPro with a significant increase in shelf space from one of our biggest retail partners in North America," said GoPro Senior Vice President of Intergalactic Sales, Jonathan Harris. "We're excited to offer our customers a more compelling experience at most Best Buy locations each time they interact with our products in the store."

Additional benefits of the new locations include more camera facings and a larger accessories offering, providing Best Buy customers with greater access to the GoPro products that have enabled them to capture, share and enjoy countless hours of their amazing experiences.

"Best Buy is the destination for the best in digital imaging technology, and GoPro's new line of cameras delivers just that for our customers," said Marie Grable, Merchant Director of Digital Imaging at Best Buy. "This unique new display, featuring the entire line up of cameras and accessories, is a must see for consumers who are looking to get their hands on the latest from GoPro."

The new displays arrive just in time for the holiday season, when many customers will head to Best Buy to shop for friends, relatives and loved ones. GoPro has been available at Best Buy since 2010.

About GoPro, Inc. (Nasdaq: GPRO)

GoPro, Inc. is transforming the way consumers capture, manage, share and enjoy meaningful life experiences. We do this by enabling people to capture compelling, immersive photo and video content of themselves participating in their favorite activities. Our customers include some of the world's most active and passionate people. The volume and quality of their shared GoPro content, coupled with their enthusiasm for our brand, are virally driving awareness and demand for our products. To date, we have generated substantially all of our revenue from the sale of our cameras and accessories and we believe that the growing

adoption of our capture devices and the engaging content they enable, position GoPro to become an exciting new media company.

What began as an idea to help athletes document themselves engaged in their sport has become a widely adopted solution for people to 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, and the world, in turn, is enabling GoPro to 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](#), or [LinkedIn](#).

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