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## **GoPro Appoints Zander Lurie Senior Vice President of Media**

SAN MATEO, Calif., Nov. 4, 2014 /PRNewswire/ -- GoPro (NASDAQ: GPRO), maker of one of the world's most versatile cameras and enabler of some of today's most engaging content, today announced that Zander Lurie has been appointed Senior Vice President of Media, effective immediately. He will report to GoPro President Tony Bates.

In this role, Mr. Lurie will provide strategic leadership of the creation, curation and distribution of the world class content now synonymous with GoPro.

"We recognize that the incredible quality and popularity of GoPro content is at the heart of our brand," said Tony Bates. "We have high aspirations for the next chapter of our content story and Zander is an experienced media leader who will help us expand both our production and programming capabilities."

Mr. Lurie brings deep experience in digital content and new as well as traditional media, most recently as the Executive Vice President at Guggenheim Digital Media, owner of high-profile brands such as Dick Clark Productions and the Los Angeles Dodgers. Prior to Guggenheim, Zander served as SVP, Strategic Development at CBS Corporation where he championed new Internet-based revenue streams for its premium brands. Mr. Lurie came to CBS via its acquisition of CNET Networks where he served as Chief Financial Officer and head of Corporate Development. Zander began his career in the investment banking group at JPMorgan where he led equity transactions and mergers and acquisitions in the Internet sector.

"I've been a GoPro user and a fan of their content for a long time. I've been inspired and impressed by the photo and video content coming out of this team," said Mr. Lurie. "I'm thrilled to be joining GoPro, and looking forward to helping drive highly engaging content to a global audience."

### **About GoPro, Inc.**

GoPro's versatile cameras and accessories enable people to self-capture immersive and engaging footage of themselves enjoying their favorite activities. From extreme to mainstream, GoPro's HERO® line of wearable and gear-mountable capture devices are transforming the way consumers, professional athletes, and video production professionals capture, manage and share meaningful photo and video content. Based in San Mateo, California, GoPro's products are sold in more than 25,000 stores in over 100 countries worldwide and direct via [GoPro.com](http://GoPro.com). GoPro-branded content is shared and enjoyed by millions of people on popular media channels such YouTube, Facebook, Vimeo and Instagram.

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