

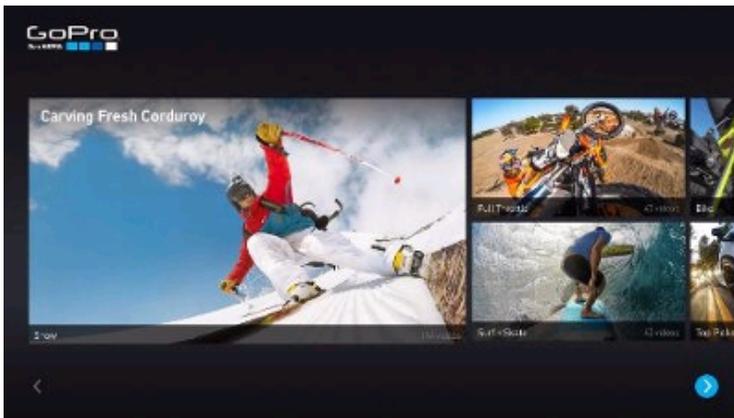


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GoPro App Brings A New Channel to the LG Smart TV Platform

Alliance Brings GoPro Video Entertainment to Millions of LG Smart TV Owners

LAS VEGAS, Jan. 5, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ:GPRO), enabler of some of today's most engaging content, announced the official launch of its GoPro Channel app for LG Smart TVs. The alliance between GoPro and LG Electronics USA capitalizes on LG's award-winning webOS Smart TV technology available on 2015 and 2014 4K ULTRA HD, OLED and FULL HD TVs to deliver the immersive imagery that is a hallmark of the GoPro video experience.



LG Smart TV owners can stream more than 400 hours of compelling GoPro high-definition videos on-demand beginning today, including stunning content shot on the HERO4 Black, the most advanced GoPro camera ever. Access to 4K content is anticipated in future updates to the Channel.*

"Entertainment is evolving rapidly into new formats and onto new platforms, and LG Smart TVs will provide a beautiful display for GoPro's best original productions and user-generated content," said GoPro Head of Programming and Distribution, Adam Dornbusch. "The GoPro Channel App will enable millions of LG Smart TV owners to experience life's most incredible moments as captured on our HERO cameras."

The new app allows LG Smart TV users to immerse themselves in the world of GoPro with just the click of the LG Magic remote. Viewers will experience engaging and inspiring moments, from global expeditions and adrenaline-pumping stunts to everyday moments and jaw-dropping POV angles, Dornbusch explained.

Available exclusively on LG webOS smart TVs, the GoPro Channel will allow users to browse and search across more than 20 playlists including Top Picks, Deep Sea, Wild Animals, Short Films, Full Throttle and Behind the Scenes. LG Smart TV owners will be able to watch individual videos and view back-to-back videos within a playlist.

"LG's webOS smart TVs make finding the content you want fast and simple, so that consumers can spend more time enjoying, and less time searching for, the content they crave," said David VanderWaal, head of marketing for LG Electronics USA. "I can tell you that consumers are going to be blown away by the inspiring content available on the GoPro Channel app now available exclusively for LG Smart TVs - and experiencing it on our 4K OLED TVs is truly mind-blowing."

The relationship with LG is a major element of GoPro's initiative to expand its content distribution and community reach beyond current media platforms including Xbox One and Xbox 360 entertainment systems, in-flight entertainment on Virgin America, and social channels including YouTube, Facebook, Twitter, Instagram, Vimeo, Pinterest and [GoPro.com/Channels](#).

GoPro will have live demos of the new app on LG Smart TVs at the 2015 International CES® (Central Hall #13644). To view content similar to what will air on the GoPro Channel for LG Smart TVs, visit the [GoPro Channel on YouTube](#). To learn more about GoPro cameras, please visit [www.gopro.com](#).

*Wireless Internet connection required and sold separately. Agreement to smart TV terms and conditions required to use

certain smart features. Content and services vary by product and are subject to change without notice. WebOS does not support Flash. In order to stream 4K content you will need a high speed internet plan capable of receiving 20Mb per second of data.

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 self-capture engaging, 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 quality and volume of their shared GoPro content, coupled with their enthusiasm for our brand, virally drives awareness and demand for our products.

What began as an idea to help athletes self-document themselves engaged in their sport has become a widely adopted 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. And in doing so 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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About LG Electronics USA

Named 4K Ultra HD Partner for the 2015 International CES®, LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$53 billion global leader and technology innovator in consumer electronics, mobile communications, home appliances, air solutions and vehicle components. In the United States, LG Electronics sells a range of stylish and innovative home entertainment products, mobile phones, home appliances, commercial displays, air conditioning systems, LED lighting and solar energy solutions, all under LG's "Life's Good" marketing theme. LG Electronics is a 2014 ENERGY STAR Partner of the Year. For more information, please visit www.lg.com.

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