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## **GoPro Channel Launches on Premium Video Service Vessel**

### **GoPro is a Flagship Content Partner as Vessel Emerges From Private Beta**

SAN MATEO, Calif., March 24, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ: GPRO), enabler of some of today's most engaging content, today announced that the GoPro Channel launched on Vessel, a premium video service that gives fans access to simple and beautiful short-format videos. Vessel emerged from private beta earlier today with GoPro participating as an inaugural content partner. GoPro videos are now available on [Vessel.com](#) and Vessel iOS applications.

"As GoPro expands its brand and reach in the entertainment industry, we are excited to partner with promising new media services," said Zander Lurie, GoPro's SVP of Media. "Whether it's a mobile device, or a video game console, digital platforms like Vessel help us reach consumers and deliver GoPro content on-demand. GoPro is proud to be a part of Vessel's launch."

The GoPro Channel is coming soon to the Roku streaming platform and is currently available on Xbox One and Xbox 360 entertainment systems, LG webOS smart TVs, in-flight on Virgin America, and social channels including YouTube, Facebook, Twitter, Instagram, Vimeo, Pinterest and [GoPro.com/channel](#).

**About GoPro, Inc. (NASDAQ:GPRO)** GoPro, Inc. is transforming the way people capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport has become a widely adopted solution for people to capture themselves engaged in their interests whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion. And in turn, the world has helped 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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