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World Class Swimmer Missy Franklin Joins The GoPro Family

GoPro Original Series -- "Finding Missy" -- Unlocks a Personal Side of the Champion Swimmer

SAN MATEO, Calif., March 28, 2016 /PRNewswire/ -- GoPro, Inc. (NASDAQ:GPRO) is excited to welcome champion swimmer Missy Franklin to its elite roster of athletes. Missy Franklin is the first swimmer to join the GoPro team and will be featured in a GoPro original series called "Finding Missy," offering a personal portrait of Missy the daughter, the student and as the world-class athlete.



"We are stoked to welcome Missy to the GoPro family," said Todd Ballard, Vice President, Global Sports Entertainment Marketing at GoPro. "In addition to being one of the world's most amazing athletes, Missy's spirit is infectious. We know that Missy's fans are a huge part of her journey, and we are excited to be able to give her a platform where she can connect with her fans on a new level from a perspective that is entirely her own."

After exploding onto the international scene in 2012, Missy Franklin became a countrywide sensation at just 16 years old. As a four-time Olympic gold medalist, world record holder in the 200-meter backstroke, eleven-time World Championships gold medalist and the winner of three NCAA individual titles in 2015 alone, Missy now prepares for perhaps her biggest summer yet. GoPro has enabled her to tell her story in her own words with the "Finding Missy" series. The two-part series, premiering April 11, will take viewers on Missy's journey from Hawaii for mental conditioning to Berkeley, California for a glimpse at her college life, and finally to Colorado for elite training.

"GoPro works with some really incredible athletes, and I love how they are able to capture the integrity and dedication of every single athlete they work with," said Missy Franklin. "As someone who cares so deeply about my fans, GoPro has enabled me to connect with them in new, different ways and show them what I do on a daily basis. I want them to feel like they are on this journey with me."

For more information and to view the "Finding Missy" trailer visit GoPro's news blog, [The Inside Line](#).

About GoPro, Inc. (NASDAQ:GPRO) GoPro, Inc. is transforming the way people visually capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport, GoPro has become a standard for how people 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 in the form of immersive and engaging content.

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