



NEWS RELEASE

# GoPro Launches First-Ever Camera Trade-Up Program

4/11/2017

GoPro Owners in the U.S. Can Now Upgrade to Connected HERO5 Devices for Up to \$100 Off MSRP  
SAN MATEO, Calif., April 11, 2017 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO) today launched its first-ever **Trade-Up Program**, incentivizing users in the United States to experience the new, cloud-connected GoPro and unlock breakthrough software upgrades slated for 2017. For a limited time starting April 11, existing GoPro owners can receive \$100 off a new **HERO5 Black**, or \$50 off a **HERO5 Session** when they trade-in any previous-generation GoPro HERO camera.

To participate in GoPro's Trade-Up Program, customers should visit the **Trade-Up website**, select the new camera of their choice, and follow the instructions to return their previous-generation GoPro HERO camera. Upon receiving the returned camera, GoPro will process the discount and ship customers their new, connected HERO5 camera. Returned cameras will be recycled responsibly via zero landfill and recycling methods appropriate to material type.

"Our HERO5 cameras are the best we've ever made. And when paired with GoPro's new software, they unlock the simplest, most powerful mobile storytelling solution yet," said CJ Prober, GoPro's Chief Operating Officer. "Our Trade-Up Program allows us to introduce existing customers to the modern GoPro experience and prepare our community for the new software enhancements ahead."

HERO5 Black and HERO5 Session, which retail for MSRP \$399.99 and \$299.99, respectively, are the first generation GoPro cameras to offer cloud-connection with **GoPro Plus** and seamless connection with **Capture** and **Quik** apps.

In addition to connectivity and editing functionality, HERO5 cameras incorporate industry-leading product features:

- Waterproof up to 33 feet without a separate housing
- Hands-free voice control
- Enhanced image stabilization
- New capture perspectives
- Simplified controls and product design
- Extended battery life
- Compatible with GoPro's new Karma drone and handheld stabilization system
- Built-in touch screen display on HERO5 Black

To learn more about GoPro's Trade-Up Program, visit <https://shop.gopro.com/tradeup>.

## 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 sport, GoPro has become a mobile storytelling solution that helps the world share itself through immersive content.

GoPro, HERO, Karma and Session, and their respective logos are trademarks or registered trademarks of GoPro, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

For more information, visit [www.gopro.com](http://www.gopro.com) or connect with GoPro on **Facebook**, **Instagram**, **LinkedIn**, **Pinterest**, **Twitter**, **YouTube**, and GoPro's blog, **The Inside Line**.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/gopro-launches-first-ever-camera-trade-up-program-300437621.html>

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