NEWS RELEASE

GoPro to Showcase the New MISSION 1 Series Cameras at DEMA Show 2026

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SAN MATEO, Calif., Nov. 3, 2026 /PRNewswire/ -- **GoPro**, Inc. (Nasdaq: GPRO) is showcasing its new MISSION 1 Series cameras and accessories at the DEMA Show® 2026, the largest trade show for scuba diving, ocean water sports and adventure dive travel industries, held Nov. 3–6 in New Orleans. Attendees can visit GoPro's booth #137 to experience the new camera lineup, including a special MISSION 1 PRO dive bundle, and attend specialty training sessions with GoPro and PADI®. GoPro also announced plans to work with Scuba Schools International (SSI) on training, content and a GoPro specialty course for divers.

At DEMA, attendees can buy a special dive bundle that includes the MISSION 1 PRO camera and a dual battery charger, for keeping a second battery ready between dives. The bundle is $779.99 and comes with a free dive housing and a PADI Distinctive Specialty course, which teaches divers to shoot better video and photos underwater and how to edit footage with GoPro's Quik app.

MISSION 1 PRO for Diving

MISSION 1 PRO's 1-inch sensor and low-light performance are designed to bring out color and detail in reefs, sea life and underwater landscapes, with video up to 8K60. Dive Mode, one of 13 intelligent capture modes, is built to improve color accuracy and reduce noise underwater. Its Protective Housing is rated to 196 feet (60 meters), plus Anti-Fog Inserts help keep footage clear on each dive. A new 40-inch Carbon Fiber Extension Pole lets divers capture wider angles that show more of the scene.

GoPro and SSI Partnership

GoPro and SSI plan to work together on a set of programs for the global diving community, pairing GoPro's cameras and content expertise with SSI's training, certification and instructor network. GoPro will provide specialized content, technique guidance and product instruction, while SSI will manage instructional design, curriculum standards and delivery through its instructor network.

GoPro and PADI Specialty Program

GoPro and PADI will host an Instructor Program and Distinctive Specialty courses for students and consumers. These hands-on courses run Nov. 3–5, are led by GoPro's Global Training and Education team and PADI instructors, and are open to PADI divers, freedivers, snorkelers, mermaids and non-certified participants.

GoPro Escapes

GoPro Escapes are curated multi-day travel experiences hosted by GoPro Athletes, underwater storytellers and professional dive guides in top global destinations chosen for marine life, conservation, visibility and adventure. Each escape offers small-group experiences, with comprehensive packages designed for connection and the signature GoPro experience. New destinations include Cozumel, the Galapagos and Key Largo. Book your next dive adventure **here**.

"Our goal is to expand our partnerships across the global diving community and provide the products, training and destinations divers need to make their experiences memorable," said Cohen Summers, GoPro's Senior Director of Global Training and Education. "We look forward to connecting with the dive community at DEMA and helping them capture and share their underwater adventures."

About GoPro, Inc. (Nasdaq: GPRO)

GoPro helps the world capture and share itself in immersive and exciting ways.

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