



NEWS RELEASE

# The Sky's The Limit, but the Price Remains the Same: GoPro Adds Unlimited Cloud Storage of Original Quality Videos and Photos to \$4.99 Plus Subscription Service

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Subscribers Worldwide Will Also Enjoy Increased Discounts on GoPro Mounts and Accessories

SAN MATEO, Calif., Jan. 30, 2019 /PRNewswire/ -- \$4.99 a month won't get you unlimited tacos, TV streaming or travel, but with GoPro's enhanced Plus subscription service users will get unlimited cloud storage of their videos and photos without sacrificing an ounce of quality. The unlimited storage of video and photos at their original quality sets a new precedent for platforms of its kind.

"GoPros are used to capture life's most meaningful experiences, and GoPro Plus provides the peace of mind that your memories will be preserved in one place with the uncompromised image quality GoPro is known for," said GoPro founder and CEO, Nick Woodman.

With the Plus subscription service, your GoPro videos and photos conveniently auto-offload from your GoPro to your phone and are then auto-backed up in the cloud. The Plus service eliminates the need to connect your GoPro to a computer or buy new SD cards, saving you time and money.

And GoPro Plus now offers subscribers 50% off most GoPro mounts and accessories available at [GoPro.com](https://www.gopro.com). This increased discount, up from 20% previously, makes it easy for subscribers to use their GoPros in new ways and

experiment capturing new perspectives.

Unlimited cloud storage and [GoPro.com](https://www.gopro.com) discounts combine with these existing Plus features for just \$4.99/month:

- "You Break It, We'll Replace It" damaged camera guarantee, no questions asked (US only, available internationally later this year)
- VIP status, placing subscribers first in the queue for phone and chat support

Current GoPro Plus subscribers around the globe will enjoy the enhanced benefits beginning today, while new users are invited to **sign up** for a 30-day free trial.

To learn more about GoPro Plus, including details and terms surrounding camera replacement, accessories discounts and availability of benefits worldwide, visit the **GoPro Plus** page at [GoPro.com](https://www.gopro.com).

## About GoPro

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

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For more information, visit [www.gopro.com](https://www.gopro.com). GoPro users can submit their photos, raw clips and video edits to **GoPro Awards** for social stoke, GoPro gear and cash prizes. Learn more at [www.gopro.com/awards](https://www.gopro.com/awards). Connect with GoPro on Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, and GoPro's blog **The Inside Line**.

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