Press Release
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VIRAL THREAD PARTNERS WITH UGC VIDEO NETWORK NEWSFLARE

Newsflare, a user-generated video community has agreed an ongoing deal with Viral Thread – one of the UK's largest up-and-coming social news and content creation companies – to supply eye witness video content.

The agreement will give Viral Thread, part of Jungle Creations, access to Newsflare's up-to-the-minute portfolio of video content. The deal will cater to the demand from Viral Thread's growing community for unique shareable videos, seeing Newsflare content appear on the publisher's website and social media channels.

Jon Cornwell, CEO of Newsflare said of the deal: "Viral Thread has enjoyed a meteoric rise in popularity, and we're looking forward to being part of extending this success through the continued sharing of easily relatable viral video content.

"With a Facebook following of over 8 million across its network, Jungle Creations is fast becoming one of the largest voices on the web and gives our contributors an increased chance of seeing their work published."

Greg Wickert, Digital Marketing Executive at Jungle Creations said: "The Newsflare platform allows us access to some of the most engaging video content on the internet, as and when it emerges. Meeting the needs and demands of our diverse audience is an ever-increasing task, therefore having the ability to access a growing database of brilliant video gives us a real edge in the viral market."

The deal follows Newsflare's expansion into North America, with the launch of its first office in Los Angeles. Newsflare currently boasts over 25,000 clips in its database and substantial community of video contributors, and supplies content to over organisations worldwide, including the MailOnline, The LAD Bible, MTV, BBC and Sky News.

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Notes to editors
Based in London, Newsflare is an online video marketplace that connects the world's media with video shot by the public. The company acts as a broker between people around the world who have shot engaging video and media companies that want to publish or broadcast it, catering to the growing demand for eyewitness video. Newsflare currently boasts a substantial community of video contributors and supplies video to over 250 news organisations, production companies and TV

shows worldwide, including AOL, MTV, BBC, Sky News, MSN, CNN, NBC, Yahoo!, The Telegraph, MailOnline, The Sun, Discovery and National Geographic.

For more information please visit www.newsflare.com