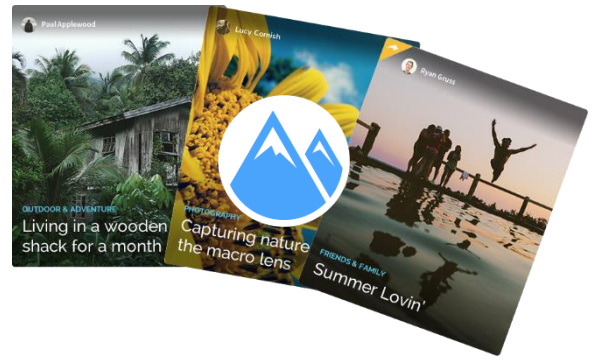


PRESS RELEASE

May 5, 2015

For Immediate Release



Showzee launches the world's first Social Storytelling experience

A new platform that transforms the way people share their experiences

London, UK – [Showzee](#), a UK based startup, today launched a new platform that makes it easy for people to turn their photos & videos into **short** and beautiful experiences. Showzee allows people to create '**social stories**' which they can share with both friends and others who share their interests.

"Life is defined by our experiences and these deserve to be remembered" said co-founder & CEO, Marlon Gruss. "Not everyone is a graphic designer or has time to spend hours creating content. Experiences are more than just a single photo. With Showzee, we're giving people a new way to create short, structured stories from all their photos and videos in a matter of minutes"

The concept of Social Storytelling focuses on **speed, relevancy and beauty**. Users can easily find people and content based on shared interests, categories and tags. People can also publish or embed their favorite stories on Facebook, Twitter or personal blogs.

Showzee combines the speed and simplicity of services like Instagram with the high quality creative appeal of Storehouse and Steller. The platform is currently available on the web, with an iOS app expected for release in summer 2015.

Showzee is a growing community of likeminded people sharing their experiences from around the world. The platform has already attracted a base of active creators, who share and discover thousands of social stories, made with everything from smartphones to DSLRs.

Some of Showzee's main features include:

- **Showzees** – Mini stories that combine photos, videos and text to give context to a user's favorite experiences.
- **Categories and tags** – Every Showzee is created with a unique category, location and set of tags for users to easily find relevant people or content.
- **Showcase** – An area to explore the hottest and newest content from across Showzee and discover top people in fast, real time charts.

Alongside the launch of the iOS app this summer, Showzee plans to roll out the next part of its ambitious roadmap with features including:

- **Groups** – Engage in fast, real time bursts of conversation around trending topics or events with friends & likeminded people.
- **Favorites** – Curate your favorite Showzees into lists for others to discover and be inspired by what you like.

“Our lives are full of adventures... from the people we meet, the places we go and the things we see, everyone has a story to tell.”

Ordinary experiences belong on Facebook. Good experiences belong on Instagram.

AWESOME experiences belong on Showzee.

-- The Showzee Team --

For more information, please visit Showzee.com. For press assets and enquiries, please visit our [press page](#)

About Showzee

Showzee, co-founded by Marlon, Justin and Ryan Gruss in December 2013, launched into private beta in October 2014 and has been collecting feedback from its users. Today marks the launch of its pivoted web platform into public beta, with an iOS app expected for release shortly in summer 2015.