**For Immediate Release**

**Tyra Banks Invests In ‘The Future of Photography’ With Flixel Photos, Inc.**

*‘America's Next Top Model’ Cycle 20 to Include Flixel Cinemagraphs*

LOS ANGELES (August 8, 2013) – Flixel Photos, Inc., announced today that supermodel and businesswoman Tyra Banks has invested in the company through Fierce Capital, LLC, the investment arm of The Tyra Banks Company.

Flixel photographic images add an innovative element to traditional photographs by incorporating the latest evolution in the art of photography – a seamless element of motion across an otherwise still image known as a “cinemagraph.” Whether it’s sexy hair dramatically blowing in the wind or fabric gracefully flowing from a gown, Flixel “Living Photos” add an exciting new dimension to pictures.

“I introduced my team to Flixel in the middle of a meeting and it completely derailed the agenda,” said Banks. “At one point, I lost control of the meeting because my team just had to see more! We spent the rest of the time going through the images and discussing the technology and creativity behind Flixel. I can’t wait to introduce Flixel to the *America’s Next Top Model* audience. Beyond the fans, I know avid app users, photo enthusiasts and professional photogs will have the same reaction.”

As a result of the new relationship, Flixel-branded cinemagraphs will be seen during Cycle 20 of ANTM, which premiered August 2 on the CW Network, delivering the series’ most watched and highest-rated premiere in two years. During Episode 2 on Friday, August 9 (9/8c), ANTM will debut the first of many Flixels, which were created for the show by some of the world’s most innovative fashion photographers in collaboration with Flixel’s own creative agency, launched expressly to offer technical and creative services to global entertainment franchises like ANTM. Each judging session will include the “Living Photos,” and “Tyra mail” will be taken to a new level with Flixels incorporated. For one challenge, Tyra herself will “shoot” the contestants using the technology.

“The fashion industry is always at the forefront of innovation, and Flixel is leading the way to the next major evolution in photography,” said Banks. “The edgy, cool influencers in the fashion industry and advertising are going to take this and run with it, because they are always looking for new ways to ‘wow’ their audiences.”
Flixel “Living Photos” are high-definition, high quality, subtle and seamless, and can be created in far less time than by using complex editing software. With Flixel’s patent-pending technology, photographers, videographers and graphic professionals can literally “paint” motion into a still scene, creating a mesmerizing image that captures and holds a viewer’s attention. Creating a Flixel is simple enough that even amateur camera buffs can design and share their own Flixels using any of a number of mobile devices simply by downloading either the basic Flixel Cinemagraph app or the Flixel Cinemagraph Pro app, which offers more advanced features. Both apps are available at The App Store. (http://appstore.com/flixelphotosinc/)

“Cinemagraphs combine the best of both worlds – the passive-viewing aspects of photography and the captivating aspects of video,” said Philippe LeBlanc, Flixel’s CEO. “We are very excited to partner with Fierce Capital and The Tyra Banks Company to introduce this exciting artform to millions of fans of Top Model, not to mention the millions of amateur and professional photographers and others worldwide who will create extraordinary works of art using Flixel technology.”

Flixel also is a one-stop creative agency that offers a complete visual package using cinemagraphs to enhance a company or brand’s campaign,” said Mark Homza, Flixel’s CMO and cinemagraph producer. “Flixel adds a new dimension to photography, emphasizing the art of story-telling by creating a mesmerizing focal point within a scene. Additionally, with the ability to process in HD, it’s an ideal medium for ad campaigns, digital billboards and shows like America’s Next Top Model.”

As the foremost curator of this new medium, Flixel seeks to introduce itself worldwide by offering iPhone, iPod and iPad users two ways to discover, enjoy and share Flixels. Flixel Cinemagraph is the company’s free app, ideal for viewing, sharing as well as fast and simple creation. Flixel Cinemagraph Pro is a fully featured app aimed at artists who are serious about creating high-quality cinemagraphs using the best tools available. The ability to export in HD is also available as an in-app purchase. Flixel Cinemagraph and Flixel Cinemagraph Pro are cleaner, faster and produce a superior viewing and creation experience with the capacity to produce beautiful widescreen cinemagraphs.

About Fierce Capital, LLC
Fierce Capital, LLC identifies, develops and invests in early-stage startup companies, including firms that are female-led or female-focused. Through Fierce Capital, LLC, Tyra Banks supports businesses through brand alignment and/or financial support that entrepreneurs might find difficult to procure through other VC channels. Through Tyra’s brand capital, Fierce Capital, LLC will help promising startups raise capital and develop profitable business strategies. These businesses will have the opportunity to leverage Tyra’s social and traditional media sphere of influence and tap into The Tyra Banks Company’s extensive network to build significant business relationships.

About Flixel Photos, Inc.
Flixel Photos, Inc. (www.flixel.com) is a pioneer and leading provider of technology that enables amateur and professional photographers and videographers to create cinemagraphs, or “Living Photos” that move. Available via the App Store (http://appstore.com/flixelphotosinc/), the free Flixel Cinemagraph app enables iPod, iPhone or iPad users to discover, enjoy, share and produce
basic Fixel cinemagraphs and access specially curated galleries. With the paid Fixel Cinemagraph Pro app, advanced tools enable professional artists to import, capture, edit and export Fixels in high definition with in-app purchase. Fixel also provides one-stop technical and creative consulting to global entertainment franchises and major retail and other brands for whom cinemagraphs offer the next major evolution in photography. The company is headquartered in Toronto, Ontario, Canada and has offices in Los Angeles.

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