



Alamy Hits the One Million Image Mark
with Content from Over 2,600 Worldwide Photographers and Agencies
UK-based image portal increases online collection by 330% in line with market needs

March 22nd, 2004 – Alamy Images, a leading provider of specialist, rare and leading-brand royalty-free and traditionally licensed photography, now offers more than one million images from over 175 agencies and 2,500 plus photographers from around the globe. This represents a 330% growth in content since this time last year.

The company, which has been in operation since 2001 and currently has offices in the UK and Asia Pacific with another due to open in the US next month, conducts regular surveys to identify customer content requirements and feeds this back to contributors to ensure they provide both the quantity and range of material to meet market needs. For example, after a recent survey revealed that 92% of customers were using royalty free (RF) images, Alamy added the following RF providers to its collection: Imageshop Zefa (UK); Bananastock (UK); Epcot Images (UK); Organics (UK); Goodshoot (France); Dex Images (Japan); Pixland (France); Inmagine (Asian); Medioimages (Hispanic); Comstock (US) and Thinkstock (US).

In terms of licensed imagery, which is used in conjunction with RF by 74% of Alamy customers and exclusively by 8%, the company has focussed on signing specialist contributors across its top ten categories worldwide which are: lifestyles/people; concepts; business; landscapes & nature; travel; science, technology & research; architecture, homes & interiors; backgrounds & objects / still life; reportage, social, environmental & conservation issues, and medical, health, beauty & fitness.

New contributors signed by Alamy include:

- **Lifestyles/people** - Philip Brittan, Enamul Hoque, Liam Bailey, Iain Masterton, Plant, Max Paris, Marc Romanelli and Samantha Scott;
- **Business** - Profimedia, Dan Kenyon, Marc Romanelli, Liam Bailey and Tom Tracy;
- **Concepts** - GlassHouse Images, Dex Images, Paul Heartfield, Oote Boe, Pedro Lobo, Tim Bird, Tim Kavanagh, Blackout Concepts and Gari Wyn Williams;
- **Landscapes and nature** - Cubolimages (lesser known regions of Italy), Agence Images (undiscovered corners of France) and Helder Silva;

- **Travel** - Photolibary Wales, Apex News and Pictures (UK travel feature specialists), Archivberlin Fotoagentur (Germany), Lookgaleria (Poland), Photo Japan, Pat Behnke (China), Gavin Hellier, Tibor Bognar (advertising-style travel), David Sanger Photography and Kevin Taylor;
- **Architecture, homes and interiors** - View Pictures (UK), The National Trust (UK historic buildings) and Artografika Bildagentur (Germany);
- **Reportage/social/environmental issues** - Tim Graham (indigenous people and cultures), Julio Etchart (focus on Latin America), Terry Fincher (famous actors, politicians, figures as well as war photography) and Jayne Fincher (the UK royal family).

James West, CEO of Alamy, commented, "While hitting the one million image mark is an important milestone for us, more significant is the fact that the content we have signed up matches the needs of our customers. Alamy's strong customer focus and understanding of the marketplace ensures that our customers benefit not only from the quantity but also the quality and relevance of our images, and that our contributors enjoy strong sales."

- Ends -

About Alamy Images

Alamy Images (<http://www.alamy.com>) provides a one-stop shop for leading, specialist and rare image brands worldwide. The website was launched in February 2001 to provide image buyers with a single source for all their royalty-free (RF) and traditionally licensed image needs, supported by innovative technology and strong customer service. It currently offers access to work from over 2500 photographers and 175 specialist agencies worldwide.

Alamy uses technology to run its operations more cost effectively than its competitors and can therefore pay more flexible rates of contributor commission. The same technology enables the company to provide innovative new products and services for customers. These include an Easy Download tool for high-resolution images for certain licensed image users, and an interpolation service to enable an images resolution to be increased without impacting its quality. The company balances this emphasis on technology with strong customer service, ensuring every customer has a named contact and access to free searches.

Hundreds of thousands of commercial and editorial images can be found on the Alamy website and thousands are added every month. Subjects include everything from business and lifestyles, through to extreme sports, gardening and architecture. For a full list of key contributors, please see <http://www.alamy.com/content.asp>.

A list of key customers, spanning leading advertising, direct marketing and design agencies, publishers, corporates and broadcasters can be found at <http://alamy.com/customers.asp>.

The company is headquartered in the UK and currently has a network of over 20 distributors worldwide.

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