

Coordination of  
European  
Picture Agencies  
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## Alamy falls for i love images

*Oxfordshire, UK, 25 October 2007*

Alamy, the largest stock photo site on the web, welcomes on board i love images, a new agency specialising in visually different royalty free lifestyle and business imagery.

Launched earlier this year, the lovingly crafted collection has been created by the agency's managing director Kim Jackson and colleagues.

Kim has worked with many of the world's leading stock photographers and for a number of the most respected and commercially successful international agency brands in a variety of roles.

After concentrating on production and creative direction for the past few years, she drew on her expertise in producing commercially successful lifestyle, business, beauty and people oriented images to develop the i love images collection.

She said: "It's all about our images. We offer a sophisticated, subtle and beautifully refined aesthetic and our aim

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## VAT Refund Italy

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## What They Say

### ALL PRESS RELEASES

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**The European Pressphoto Agency (epa) announced today the launch of its new website www.epa.eu and several important new products**
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**Masterfile offers royalty-free images for web use at €49**
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**Photolibary to represent Getty Images Footage Collections – Imagebank and Archive Films**
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**PantherMedia and age fotostock/THP sign an agreement to distribute their images using the "easyFotostock" model**
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- 📅 2007-10-26  
**Synergistic Relationship between the Virtual Picture Desk (VPD) and age fotsotock/THP**

is to continue producing imagery that is visually different but commercial and shot with both ad/design and editorial markets in mind.”

Around 10,000 images will be on the Alamy site by the end of this year with another 5,000 per quarter planned for 2008.

Alamy’s director of photography Alex Bortkiewicz said: “As the name i love images suggests, it is a collection driven by a passion for photography, offering lifestyle that is both authentic and visually arresting.

“The imagery marries art and commerce, form and function simultaneously. Image buyers will see this debut collection as one that is creative, original but accessible and relevant. Alamy image buyers will enjoy the addition of this ultra contemporary lifestyle collection to our roster of high end royalty free brands. We are thrilled to have them on board.”

Alamy has just celebrated reaching its 10 million image milestone. It has the largest and most comprehensive online collection in the world with pictures from 11,000 photographers and over 450 agencies.

View i love images on Alamy at: <http://tinyurl.com/yw5z6b>

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