



press release

## ALAMY IMAGES ANNOUNCES WORLDWIDE EXPANSION

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**January 15, 2004 - Alamy Images, a leading provider of specialist, rare and leading-brand royalty-free and traditionally licensed photography, today announced it will expand its business with new offices in the US and Asia Pacific, in addition to increased customer service operations in the UK.**

The company, which quadrupled its revenues in 2003 and now offers customers access to images from well over 150 agencies and 1900 photographers worldwide, already has a strong US customer base which it firmly believes will benefit further from a local presence. The new office, which will be located in New York, will open in early Q2.

Alamy's 24-strong UK operation will also expand in line with customer demand for its products and services, with additional staff being recruited into customer service positions.

The new Asia Pacific office, based at a leading IT park in Kerala, India, will initially handle technology and back-office support functions only. Approximately 30 staff will be taken on to handle these operations. Staff will be also added to provide local offline customer support specifically for the Asia Pacific region in the future. UK staff and the new US team members will provide the management backbone for these additional engineering and operational support staff.

James West, CEO of Alamy Images, commented, "A recent survey conducted by Alamy showed that 61% of our customers feel that strong offline support is just as important as online excellence. With the opening of our new offices and the expansion of our core team in the UK, we are better poised than ever to maintain our high standards in both of these areas of our business."

The company will also be extending its distribution operations in continental Europe and Asia Pacific to meet growing demand.

### 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 1900 photographers and 150 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.