



Creative Pro

Alamy Images Launches International Distribution Network

Leading Image Portal Expands Into Europe and Asia Pacific

(Press Release)

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Alamy, a leading provider of specialist and general imagery from the world's major picture agencies and photographers, announced today that it has signed deals with distributors to help it market and sell its collections internationally. Alamy material will now be available from local Alamy partners worldwide, as well as directly from www.alamy.com. These new partners will be able to exploit the company's range of unusual, global material to meet their customers' specific local needs.

"Having firmly established ourselves in the UK and US, we're already attracting purchasers from around the world thanks to our extensive collection of culturally-specific material which differs from the usual stock photography," said James West, CEO of Alamy Images. "However, although we're an online brand, we feel it's important to complement our offering with strong, local support for our customers. It's also essential that our contributors' material is promoted appropriately to each market. This is why we have decided to link up with best-of-breed distributors within each country."

The first phase of Alamy's international expansion is supported by custom-built technology, the Alamy Distribution Tool, which allows the distributors to service customers independently of Alamy. The Alamy Distribution Tool holds tens of thousands of images from Alamy contributors who have signed up to the distribution scheme. This online system gives distributors speedy access to the best images from Alamy and allows them to offer images to end users according to their own distribution model.

"Alamy's diverse collection of high quality images and their approach to customer service has won them many fans in the UK and US, and we look forward to helping them replicate this success in Germany," commented Michi Luigs of Strandperle. "There is more demand than ever for unusual and unique stock photography and we anticipate demand will be high for Alamy's portfolio."

Distributors signed so far in this first phase include Strandperle (Germany, Austria, Switzerland), ImageSelect (Belgium, Luxembourg, Holland), Font Shop (Belgium, Luxembourg, Holland), Global Images (Sweden), Tri-Scan Pty (Australia, New Zealand), Dom Daniel (CIS including Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan), Image

Plan (Japan), PhotoPark (Korea), PhotoStock (Poland), Red Dot (Hungary), Panorama (China), ACI Agencia de Fotografia (Spain), and Atri Graphics (Russia).

Alamy is also inviting interested parties from other territories outside of the UK, US and Canada to approach them for consideration.

About Alamy Images

Alamy Images (www.alamy.com) provides a one-stop shop for leading and 'hard-to-find' 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.

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, e.g. an Easy Download tool for 24/7 download of high-resolution images to set pricing for certain image users and an interpolation service which increases the resolution of an image 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, and this approach extends to its distribution network.

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. Customers span some of the world's leading advertising, direct marketing and design agencies, publishers and broadcasters. For details of key contributors and customers, please visit <http://www.alamy.com/content.asp> and <http://www.alamy.com/customers.asp>, respectively.