



- For Immediate Release -

## **Pond5 Acquires Pixmac and Expands International Presence**

*Integration Brings Over 150,000 New Users, Millions of Images, and 17 Languages to Pond5's Marketplace for Media Makers*

**BROOKLYN, NY. — March 5th, 2013 —** Pond5 Inc. and Pixmac s.r.o. announced today that they have reached a definitive agreement under which Pond5 will acquire the assets of Pixmac, a leading stock imagery network based in the Czech Republic. With millions of stock photos and illustrations distributed in 17 languages and in multiple currencies, the acquisition of Pixmac accelerates Pond5's strategy to offer a global marketplace where media makers can connect with fellow artists, sell their stock media while earning industry-leading payouts, and license content from the world's most comprehensive selection of creative elements for use in their own productions.

With the integration of Pixmac, Pond5's vast selection of stock video footage, audio, images, 3D models, and motion graphics templates will be available globally across the Pixmac network of more than 20 domains, via a multi-language, multi-currency platform. The aggregate traffic across the network will more than double Pond5's current traffic base. The Pixmac network of local managers and reviewers will also be joining Pond5, further broadening Pond5's reach and bringing industry expertise from key global markets in Asia, Europe, and Latin America.

"The Pixmac team has built something truly impressive, and we are very excited to be working with them to continue to build out the world's most vibrant marketplace for media makers," said Tom Bennett, co-founder and Chief Executive Officer of Pond5. "The talent, technology, and community they bring will be a fantastic addition to Pond5 and a big win for our artists and our buyers."

"We are proud of what we have achieved so far, and we are excited to see what the integration has in store for our contributors," said Vita Valka, co-founder and Chief Executive Officer, Pixmac. "Pond5 has challenged the microstock industry by letting artists price their own content and by providing them the best royalties. They're the most artist-friendly marketplace around, and that's the exact model that's going to win in the long-run. We're thrilled to be joining forces. "

Over 6,000 Pixmac photographers and illustrators are expected to join Pond5, bringing with them millions of images which will be available via the Pond5 website. Pixmac artists will get a substantial raise to match their Pond5 counterparts, and will earn 50% royalties on all sales.

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**About Pond5**

Pond5 is the world's most vibrant marketplace for media makers, offering the web's largest collection of royalty-free stock video footage, as well as millions of stock photos, illustrations, music tracks, sound effects, Adobe After Effects project templates, and 3D models. Disrupting the traditional stock agency model with an open, dynamic marketplace, Pond5 invites media makers from all over the world to submit their own content and set their own prices, earning 50% on each sale – significantly higher than traditional players. Submissions are curated by the Pond5 team, and made available for immediate preview, purchase and download. All content is licensed under a simple royalty-free license that provides customers lifetime, worldwide usage rights across all media.

Pond5 was founded in 2006 and is headquartered in Brooklyn, NY, USA with offices in Geneva, Switzerland and Prague, Czech Republic. For more information, visit <http://www.pond5.com>.

**About Pixmac**

Pixmac is a global provider of stock imagery, offering millions of stock photographs and illustrations in 17 languages and multiple currencies. Based in the Czech Republic, the site was launched in 2008 and is currently home to an artist community of over 6,000 photographers and illustrators worldwide. Some key Pixmac domains include:

<http://www.pixmac.com>  
<http://www.pixmac.at>  
<http://www.pixmac.com.br>  
<http://www.pixmac.cz>  
<http://www.pixmac.de>  
<http://www.pixmac.es>  
<http://www.pixmac.fi>  
<http://www.pixmac.fr>  
<http://www.pixmac.hu>  
<http://www.pixmac.in>  
<http://www.pixmac.nl>  
<http://www.pixmac.pl>  
<http://www.pixmac.ru>  
<http://www.pixmac.sk>

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