

Microstock Agency PantherMedia Announces Expansion To Poland, Launches Localized Website

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Munich, Germany/Warsaw, Poland, October 20th, 2009. PantherMedia (panthermedia.net), the leading and rapidly growing marketplace for Royalty-Free photography with over one million images, illustrations and a vibrant photocommunity, today announces the opening of its new office in Warsaw, Poland, and the launch of its new dedicated polish website.

PantherMedia Poland (panthermedia.pl) is led by industry expert Wieslaw Kubajka who will apply his extensive industry knowledge to enhance the international exposure for PantherMedia's collection of stock photos and illustrations. Mr. Kubajka, who holds an university degree in Economy/International Finance, was formerly the long-time Head of the Photo Department of the Bauer Publishing House Poland and previously the President of KAPA Press Agency.

"I'm delighted to spearhead PantherMedia's business expansion to Poland", said Wieslaw Kubajka. "Poland is a very valuable market for PantherMedia's products and services, and its recently launched new subscription plans", he added. "We are creating new possibilities for image buyers and photographers in this market. We do not only start with a localized website for photo buyers, but also with a fully translated photocommunity for photographers. For the first time Polish visitors are now able to buy and sell images on PantherMedia in our native language."

PantherMedia has received many images from international contributors around the world and will continue to expand its sales activities into new international markets with direct customer contact in the particular foreign language as well as local marketing and advertising campaigns in the foreign countries. "Expanding our microstock business to Poland is a logical extension of our strategy to grow our microstock business internationally", added Robert Walters, CEO and co-founder of PantherMedia, "PantherMedia Poland is the first step in this direction."

To celebrate the launch, PantherMedia Poland offers a wide range of introductory offers which can be found at: panthermedia.net/?polska.

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About PantherMedia

PantherMedia is a marketplace for Royalty Free (RF) photography. Suppliers as well as buyers of commercial and editorial imagery meet on one shared platform consisting of a photocommunity for photographers and a stock agency for image buyers.

The photocommunity serves as the creative heart of the image marketplace. Professional photographers and shutterbugs from all over the world can upload, rate and comment on images. They can share their experience, further develop their photographic skills and showcase their artistic potential.

After a legal and qualitative check through PantherMedia, picture editors chose adequate images for the stock agency. Agencies, publishing houses and enterprises which need images can license photographs for their individual purposes - either as single images or through a flexible subscription plan.

The revenues will be shared with photographers. This novel business model allows through so-called „User Generated Content“, provided by over 20,000 photographers worldwide, to keep the offer of RF-images far below the average market price.

PantherMedia.net is an enterprise of PantherMedia GmbH with headquarters in Munich, Germany and was founded in October 2004. At present, PantherMedia offers more than 1 million images worldwide directly and via an international network of over 90 distribution partners in 36 countries. During the FounderChampions competition of the 25th German Days of Founders and Entrepreneurs PantherMedia represented the Federal State of Bavaria as the best Bavarian Start-up.

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