

Press release

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The internet opens up new opportunities every day for enterprising people to put cash in their pocket

Artists and photographers can now earn money with their own online Fine Art Shop. It's not just a dream for motivated image-makers; but now a reality. The stock agency and photo community enterprise, PantherMedia has introduced a new way to earn money using photos, drawings and digital art. Photographers, graphic designers and other creative artists can offer their images for sale online, already printed and framed on canvas, fine art paper or aluminium.

Earning money with their own creative images – that's the dream of many ambitious hobby photographers. New methods to sell images and alternative distribution channels can benefit professional photographers also. That's why PantherMedia has teamed up with its partner Fineartprint to release a new and innovative on-line shop concept for creative image-makers. The shop can be individually customized with their own color choices, logo and individual text. This way it can be used as a stand alone shop as well as part of an existing website.

The set-up and the administration of the shop are free of charge. In addition, the shop owner has the added flexibility to define his or her own prices. Shop owners also have the ability to limit the number of available prints, taking advantage of the resulting pricing for exclusive artwork. By combining different add-ons, such as frames, matting, fine art papers and many others, the shop owner can offer more than 200,000 possible product combinations. The prints are produced in Germany and are delivered worldwide directly to the customer.

"In addition to the sales via our own stock agency, our photographers may offer their images as high-quality prints – either via our partner's website or their own Fine Art Shop. Besides our traditional business with commercial and editorial customers, we have now opened up new distribution channels into the very attractive private customer market segment", enthused Robert Walters, Managing Director of PantherMedia.

If their own imagery is not sufficient, shop owners have the option to choose from approximately 350,000 selected images from the PantherMedia image archive or to permit customers to upload and order their own images.

"Beside photographers and creative artists, the shop is very promising for companies that want to offer complementary products in addition to their main business, e.g. furniture stores, travel agencies", explains Torsten Schubert, Owner and Managing Director of FineArtPrint.

Customers, photographers and other affiliates of PantherMedia receive an additional benefit: while all other new shop owners may offer only 100 images in the basic version of the shop, PantherMedia affiliates may upload up to 150 images free of charge. This offer is available only online at <http://www.panthermedia.net?fineartshop>. If 150 images are still not enough, the premium shop is only 9.90 euros per month with unrestricted uploads, no advertising and the owner's logo on all invoices and delivery receipts.

The complete platform was developed by PantherMedia and was integrated into their own stock agency and photo community.

About PantherMedia:

Panthermedia.net is an online marketplace for royalty-free photography. Buyers and sellers of royalty-free images meet on one common platform. This platform is divided into a photo community for photographers and a stock agency for art buyers.



In the photo community, photographers upload their images to licence these images in the stock agency. After a legal and quality check by PantherMedia, art buyers can search, licence and instantly download the images.

This press release is free for editorial use – we would appreciate a voucher copy.

Press contact:

For further information or inquiries please contact:

Ms. Julia Emmert – PantherMedia GmbH - Schillerstraße 40 - 80336 Munich - Germany
Tel: +49 (0)89 287297 18 - Fax: +49 (0)89 287297 10
E-Mail: julia.emmert@panthermedia.net