Getty Images and SparkRebel Partnership Transforms Content-Sharing Platforms with Innovative Image Solution

PicScout ImageIRC™ enables seamless image identification, image-crediting and usage tracking for copyrighted material

NEW YORK, August 28, 2012 – Getty Images, Inc., one of the world's leading creators and distributors of still imagery, video and multimedia products, and **SparkRebel**, a fashion-inspired social-sharing site and shopping destination, today announced a partnership—the first of its kind—that leverages an innovative solution to credit and track shared content. By integrating the PicScout ImageIRC™ platform, the world's most comprehensive image identification technology from Getty Images, SparkRebel and Getty Images are leading the way for content-sharing platforms to create a legal option for users to incorporate high quality copyrighted material while providing credit and compensation to content owners.

Through this partnership, Getty Images and SparkRebel set a standard on how photo sharing and other image-rich community services can implement a seamless solution to support and compensate the copyrighted and creative work of others. Both SparkRebel's and Getty Images' proactive integration of PicScout ImageIRC™ technology into photo-sharing sites, demonstrates the value of a safe and liability-free environment to benefit platforms, content owners, advertisers, shareholders and investors.

PicScout ImageIRC™ platform is the world's largest index of image fingerprints and metadata that assures every image gets its credit. Using PicScout ImageIRC™, Getty Images will identify and grant licenses to SparkRebel and its users for fashion, beauty and celebrity images, that members 'spark' (post) to the site after the image has been shared. Until now, photo sharing platforms did not have a solution for shared copyrighted material by users, but from today, Getty Images, together with SparkRebel, will ensure that content owners will receive proper credit and compensation. PicScout ImageIRC™ currently holds more than 80 million images and in excess of 200 content providers, consisting of nearly 200,000 photographers worldwide that have voluntarily adopted the platform. This new solution will be open for any ImageIRC content partner to opt-in for service.

"The rise of image-rich platforms sites like SparkRebel showcases the power of imagery to drive user engagement in an increasingly visual world, where rapidly growing user-bases share online content at unprecedented speeds," said Offir Gutelzon, Vice President of Business Development, Getty Images, and PicScout co-founder. "Getty Images' use of PicScout ImageIRC™ demonstrates that technology and content licensing can be mutually beneficial and this partnership sets a new standard for user-curated content sites to legitimize their content streams and business model, while accessing even more content directly from our Connect API service."

Elad Baron, CEO of SparkRebel added, "We started SparkRebel with the mission to transform the way people discover, share and shop for their favorite fashion products within a visually-driven ecosystem. This partnership helps to fulfill our mission and enables us to proactively protect our members and support content owners with well-deserved credit and compensation. Strengthened by our relationship with an industry leader like Getty Images, we're well positioned to continue providing our members with the best social shopping experience and create a business model for long-term success."

About Getty Images

Getty Images is a leading creator and distributor of still imagery, video and multimedia products, as well as a recognized provider of other forms of premium digital content, including music. Getty Images serves business customers in more than 100 countries and is the first place creative and media professionals turn to discover, purchase and manage images and other digital content. Its award-winning photographers and imagery help customers produce inspiring work which appears every day in the world's most influential newspapers, magazines, advertising campaigns, films, television programs, books and Web sites. Visit Getty Images at www.gettyimages.com to learn more about how the company is advancing the unique role of digital media in communications and business, and enabling creative ideas to come to life. Additional information on how Getty Images inspires and powers communications can be found on The Getty Images Blog at blog.gettyimages.com as well as on Facebook at www.facebook.com/gettyimages and Twitter at www.twitter.com/gettyimages.com.

About SparkRebel
Launched in 2012, SparkRebel is a site where members discover, share and shop for fashion and beauty products in a social image-driven setting. The company's mission is to remove the barriers to traditional online shopping and create an environment where fashion lovers can collaborate, be inspired and add a personal touch to express their unique style identity. With more than 3,000 brands on the site, members are sure to experience the joy of encountering unexpected styles and buying their favorite items with ease. To join the style revolution and start sparking, visit http://www.sparkrebel.com, follow us @sparkrebel, and like us on Facebook at http://www.facebook.com/sparkrebel.