



FOR IMMEDIATE RELEASE

Veer launches Veer Marketplace, where customers can buy images for as little as one dollar and contributors can earn royalties

Veer Marketplace has hundreds of thousands of community-contributed microstock images available in six resolutions through flexible subscriptions or individual downloads

CALGARY (July 28, 2009) – Veer (www.veer.com), a producer and provider of visual elements and design-related products, today announced the full launch of Veer® Marketplace, a credit-based community of buyers and sellers offering hundreds of thousands of quality, low-priced ‘microstock’ images for as little as one dollar.

Highlights include:

- Introduction of a new category of imagery on Veer called Microstock – community-contributed images priced to suit any budget.
- Launch of credit-based pricing and payment for the new microstock images, plus customizable credit packages and subscriptions.
- Release of an improved search experience on Veer.com that helps customers filter search results by price and quickly find affordable imagery.

“Our customers want a single destination for all types of photography, and they want fast, easy ways to purchase it,” said Anne Dawson, Director of Web Platforms for Veer. “Veer Marketplace provides creatives on a tight budget with stylish photography and illustration at affordable prices.”

The credits used to purchase microstock images are available in packages and subscriptions that can be customized by customers to fit their unique needs. A calculator on the Veer web site helps customers find the preferred credit or subscription package, with bulk purchases and subscriptions providing the best value.

Credit packages range from 10 to 2,000 credits, and can be used up to one year from the date of purchase. With a subscription, customers receive from 60 to 2,880 credits per week, for a set period of time ranging from four to 52 weeks. Credits expire if they are not used during the week they are allotted. Complete pricing details are available at www.veer.com/marketplace.

Photos and illustrations cost between 1 and 20 credits, depending on the file size required:

| Size | Required Credits |
|---------|------------------|
| XSmall | 1 |
| Small | 3 |
| Medium | 5 |
| Large | 10 |
| XLarge | 15 |
| XXLarge | 20 |

Extended licenses for product licensing activities are also available for additional credits.

To help customers quickly find the right image for the right price, visitors to veer.com can now filter their image search results by four price tiers: Way Cheap (from \$1), Cheap (\$9-\$100), Spendy (\$49-\$350) and Worth It (\$49-\$655).

For further information on Veer Marketplace, visit www.veer.com/marketplace,

About Veer

Veer sources and delivers visual elements with imagination and style to help creatives diverge from the norm and generate fresh solutions. Veer's discerning, design-driven selection of photography, illustration and type are used daily in advertising, print and web design, corporate communications and publishing. With the addition of the community-based Veer Marketplace, Veer became the first company to offer Rights-Managed, Royalty-Free, and low-priced Microstock photography on one web site. Veer is recognized for its community activity, including The Skinny blog and Veer Ideas networking web site. Veer serves its global customer base through its contact centers and award-winning web site localized for North America, the UK, Germany and the rest of the world at www.veer.com.

Web site: veer.com/marketplace

Toll-Free orders and product support:

US & Canada: 877 297 7900

UK & Europe: 00800 310 310 00

Product submissions: <http://contributor.veer.com/>

For more information, media may contact:

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