



StockPhotoFinder.com is the first search engine specifically designed for the stock photo industry. It's mission is to provide image users with the ultimate source that searches the most images from the most creators and agencies, and to do so in an easy-to-use and mutually rewarding manner.

the big picture:

StockPhotoFinder takes off from October 20 soft launch

by Gary Elsner,
Vice President of Sales & Marketing

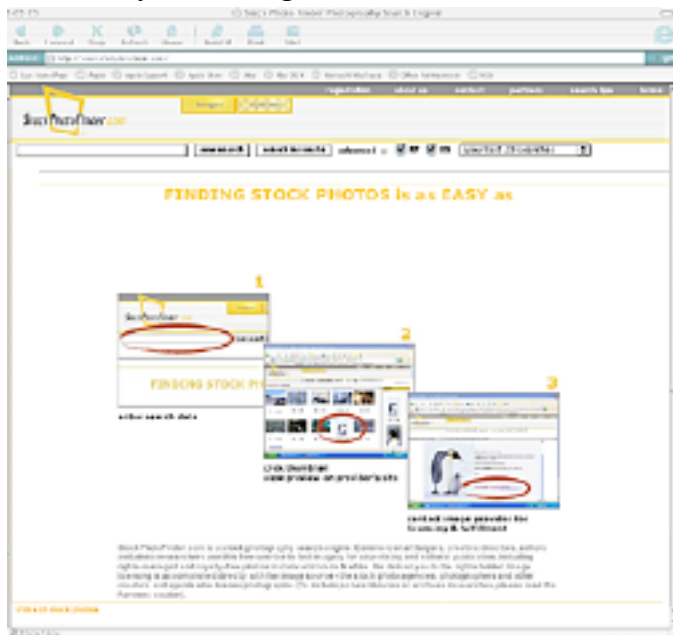
Slightly more than two months have elapsed since we launched StockPhotoFinder.com at Picturehouse on October 20th. Our plan was to devote much of the first three months of operation to the task that I would call “bulking-up” the site with imagery. With more than 500,000 images already searchable and with commitments for at least another 400,000 images in various stages of completion, I would say that we are well on our way to accomplishing that task. We will reach the initial goal of having one million images online in the first quarter of 2005.

Our mission is to establish the first search engine that accomplishes for the stock photo industry what Google has accomplished for general web search. Our very special search technology is designed specifically for the photo industry.

StockPhotoFinder.com is a new search resource that provides a high level of quality imagery along with the broadest possible spectrum of subjects. As awareness of this grows, StockPhotoFinder.com is beginning to be recognized as “The Source” for starting a search for images. For sure, there are a number of image search methods out there. But no other provides the opportunity to connect to and work directly with such diverse range of pre-qualified, professional Image Providers. And in so doing, we offer the User the opportunity to take advantage of all the positive benefits of being able to perform one search while working with many different image sources.

The reason we chose to start this venture in a “soft launch” mode was that we wanted to maximize the first impression we would be making on high-end users, which would only be possible once we attained critical mass as discussed above. While we were in soft launch mode, we were still busy “getting the word out”. The initial word of mouth has been rather successful. The hard launch and growth of marketing from January forward will substantially increase awareness of the benefits of StockPhotoFinder.com

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new home page - Screen grab of the evolving design of the StockPhotoFinder.com home page. Tweaks and updates are ongoing to provide the most user friendly and beneficial environment for image search.

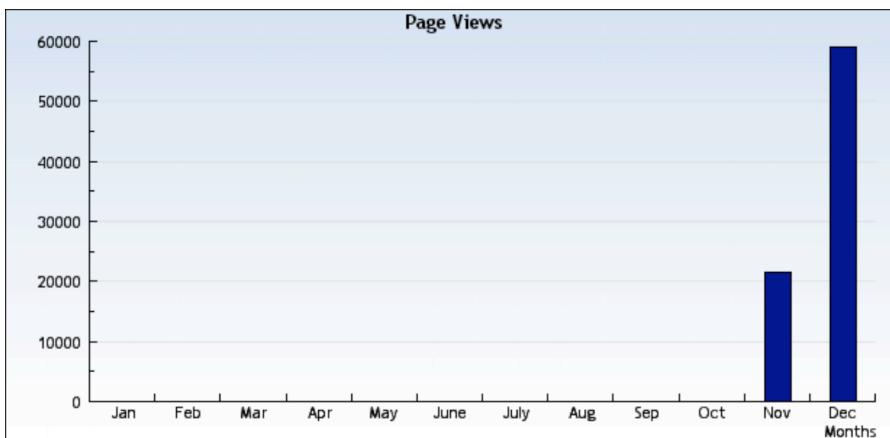
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Our web positioning strategies are bringing participants a significant amount of traffic. Selected in-person presentations have added to the traffic, as well as what appears to be a substantial amount of “word-of-mouth referrals.” Take a look at our numbers as of today in the sidebar article.

That is all about to get even better. During December, we engaged the services of a public relations firm. Very shortly, a series of well-placed interviews and articles will begin to appear in publications that many image buyers read. Those efforts will continue monthly as our marketing moves into high gear. Alongside those efforts, an initial round of electronic and print promotions and advertisements is also beginning.

I am pleased to announce our first success in concluding an agreement with a very large, worldwide publisher under which we will create a customized version of StockPhotoFinder.com that will be used internally by their worldwide offices. Their site will be stocked with images from their preferred vendor group. We have, of course, invited the publisher to review the public site to see if there are any additional Image Providers that are not currently among their Preferred Vendor Group who they would wish to incorporate into the customized version. It is my understanding that some might be considered for inclusion. We have similar offers out to a dozen or so other companies and expect to close additional deals in the coming months.



search growth - Page views roughly translate into quantity of searches which grew dramatically in the free soft launch period from Oct. 21 to Dec. 31, 2004. The beginning of marketing in January will continue this dramatic rate of increase.

event reminder:

January 19-23 - NANPA Summit, Charlotte, NC
 April 30 to May 1 - PACA Annual, Seattle, Washington
 March 17 - picturehouse, London
 May 11-12 - BAPLA Picture Buyer's Fair, London
 June 15-19 - CEPIC Congress, Prague
 October 14-15 - 10th Annual PACA International Conference
 October 19 - picturehouse, New York
 October 20-22 - PhotoExpo, New York
 March 2006 - ASPP Educational Conference

site stats:

Soft Launch Roared

Statistics reflect dramatic growth in the free soft launch period from October 20th to December 31st, 2004. In these ten weeks or so:

- **Page views were 22,000 in the first full month after launch, then grew 270% to 59,000 in the next month**
- **39,000 computers connected to StockPhotoFinder.com**
- **4,000 lightboxes were created**
- **15,000 click throughs occurred in which users clicked a thumbnail and viewed the preview page of an image provider**

press:

Marty Appel is engaged for press relations

StockPhotoFinder.com, Inc. has engaged the services of leading communications publicist Marty Appel, an Emmy-award winner whose PR background includes two decades with the New York Yankees, authorship of 16 books and photo industry experience.

Marty will handle press relations and help call attention to our stock photo search engine which is the first in the industry.

Marty's New York based PR firm, Marty Appel Public Relations is highly-regarded, and we are very pleased to have Marty on board.

user tips:

Preview Contact

It's important to have your contact information and links to your login and registration functionality on your preview page. Remember, your preview page is now your first point of contact with clients who access your site through us.

how it works:

Image Removal

The most important aspect to understand about the automated image removal process is that it is based on the presence of the actual image file(s) at the web site of the image provider.

Periodically, an automated process loop through and checks every image that is searchable at StockPhotoFinder.com (a half million images as of this writing, and growing very fast) and verifies that each image file still exists.

Therefore, to remove an image from the StockPhotoFinder.com search process, it must be removed from the originating source web site.

It is advisable to send us a list in digital form of images to be deleted if there are large quantities to remove. Perhaps an agency is no longer represented, for example, and hundreds of images are to be removed. In such cases, it is best to insure removal of everything by sending an actual list.

On occasion, it happens that a web site of an image provider will be "down" for awhile. It can happen that most or all of that provider's images are unavailable at the moment the spider checks them. In such cases, a "red flag" occurs to call the attention of a human being before the records are actually removed.

new benefits:

Universal Registration Application

The Universal Registration Application (URA) process has been added to StockPhotoFinder.com to facilitate user access to all participating web sites. It is our goal to make it as easy as possible for art buyers and researchers to search, connect to and use your web site.

Users are invited to fill out the online form which is automatically emailed to each participant. The email address to which the application is sent can be a unique address that you have set up just to receive and store these applications.

We anticipate that many clients will use the site daily. Therefore, it is critical that we get you the registration application to you as quickly as possible, and for you to act on these requests for registration. We don't want to frustrate users the first time they seek to login in on your site.

We are looking into ways we can automate this process together with you as the format of the email is exactly the same each time. In the mean time please act on these requests at the earliest possible moment.

The application contains several key pieces of information, such as the email and preferred user name of the applicant. You should use whatever information fits your registration process. So, whether you require login by entering the email address or the user name, simply grab the piece of the application that is most applicable to your process.

For now, we look forward to providing you with these valuable sales leads, and providing the users with this time saving application.

new benefits 2:

Index of Stock Photos

With the holiday season behind us, 2005 is kicking off with a lot of energy. Another web site enhancement that will benefit participants is the addition of an index of content at the site. On the home page, discretely positioned at the bottom, is a link entitled "Index of Stock Photos". This takes you to a page that lists a variety of subjects that are available at StockPhotoFinder.com. It's a long list that is growing rapidly.

For users, this reinforces the breadth and depth of the archive that is collectively searchable. It is also a handy visual reference of what's there.

For image suppliers, it is a very interesting list to review what is actually being searched for at the various web sites of participants. And therein one finds an interesting "clue" for use.

If you would like to add a particular topic or subject to this list, all you need to do is search for it at StockPhotoFinder. The list is updated periodically based on successful search results.

As of this writing, in the first 10 weeks of soft launch, there have been searches of just under 5,000 different search terms by nearly 40,000 users. The Index of Stock Photos shows you a listing of those searches that resulted in images found at your web sites via our stock photo search engine.

statistical close up:

Top Keywords Searched

The following list contains the words or phrases most frequently searched at StockPhotoFinder.com in November and December 2004, together with the quantity of searches. These are from the nearly 5,000 search phrases entered during these two months.

925 woman	97 latino women	66 ideas	54 auto sales	43 montreal
475 animals	95 money	66 flu	53 water	43 meetings
473 dog	94 women	66 dna	53 faces	43 ireland
469 business	94 baby	64 pediatric	53 conveyor belt	43 freckles
390 virus	93 rain	64 paris	53 connecticut	43 dancer
321 animal	91 meeting	64 new orleans	53 chinese garden	43 choir
300 people	90 female	64 gymnast	53 alto	43 Oregon
276 man office	motorcycle	64 canada	52 tent	42 scuba
258 cats	89 smiling	63 raccoon	52 spa	42 entertainment
243 dogs	89 lifestyle	63 Jesus	52 honey	42 empire state
242 lion	89 kids	62 santa barbara	51 military	building
235 compass	89 horse riders	62 mozart	51 great white	42 christmas tree
225 medical	89 homes	62 coral	shark	42 cheese
201 bacteria	87 france	61 vegetables	51 football	42 Nova Scotia
200 man	86 pregnant	60 penguin	51 Warehouse	41 senior
200 christmas	86 beef	60 lightning	51 DNA	41 home
199 underwater	85 footprint in	60 automobile	50 micrographs	41 chess
197 jelly fish	sand	dealership	50 cowboy	41 cherry
159 beach	84 horse	59 women on	50 blood cell	41 cattle
157 car lot	84 fish	beach	50 bird	40 worship
152 cat	83 monkey	59 fat	50 bible	40 steel
150 car	82 seattle	59 children	49 tuscan	40 micrograph
146 spanish ladies	81 winter	59 adventure	49 small town	40 group of
137 dog on beach	81 golf	58 feet	USA	drinks
134 tigers	80 blood	58 Christmas	49 penguins	40 george bush
134 dentist	79 firefighting	57 santa	49 nature	40 frogs
133 whale	78 business people	57 piano	49 health	40 coffee
133 house	78 bikini	57 new york in the	49 child	40 boy
133 doctor	77 wildflowers	snow	48 telephone	39 yosemite
132 science	77 africa music	57 network	48 lions	39 wedding
132 food	76 frog	cabling	48 kitchen interior	dresses
129 couple	76 crazy	57 martin luther	48 golf balls	39 trombone
127 trees	76 boxing	king	48 crete	39 piano strings
125 skiing	75 rooster	57 furniture	47 teenager	39 nice france
125 babies	75 hawaii	57 apple	47 lasers	39 icicle
109 spanish	74 flowers	56 people meeting	47 horses	39 hurricane
family	73 shark	56 family	47 hair	damage
108 offices	72 sequoia	56 dolphin	47 greece	39 guitar
107 boy computer	72 music	56 christian	47 dialysis	39 fertile soil
107 alaska	71 black people	56 Wedding	47 chocolate	39 eyewear
106 ghosts	70 sports	55 real estate	46 woman, belly	39 USA
104 love	70 party	55 police	46 window	38 st tropez
103 fat people	70 iraq war	55 person	46 wild horses	38 senior citizens
102 tiger	69 ladder	55 knee xray	46 waves	38 school people
99 male feet	69 hunting	55 city	46 elderly ladies	38 rose
99 asia	69 flower	54 women on cars	46 blue	38 network cable
99 African	68 fishing	54 tree	45 steel mill	38 dental
American	67 los angeles	54 meiosis	44 san francisco	38 cows
	66 religious	54 conventions	44 stethoscope	38 child doctor
		54 computer	44 patient	38 cat in snow
			44 kyoto	38 california
			44 girl	38 animals people
			44 birds	38 House
			43 spain	37 vancouver
			43 social worker	37 birds and
			43 skunks	birdbaths
			43 puppies	

press release:

StockPhotoFinder.Com to Provide Ultimate Image Search Engine Creatives Benefit from 'One-Stop Shopping' Convenience and the Efficiency of Service

New York, NY, January 1, 2005 - A remarkable search engine, which will create the largest online selection of imagery available, has been launched to service the advertising, publishing, and adjacent creative communities, with the potential to access millions of images from multiple web sites in a single search.

StockPhotoFinder.com, will become the leading centralized source to locate millions of images in the stock photography industry. The search engine, the first of its kind in the industry, offers the full inventory of scores of recognized stock photo sources, fully searchable by keywords, enabling thumbnail viewing and direct contact with image providers.

The site was launched in October and is growing at more than 30,000 images a week. It is designed to service commercial image users with a search engine that is both comprehensive and easy to navigate. *StockPhotoFinder.com* has been rapidly signing up many supply sources, ranging from large libraries to niche supply houses to individual photographers, with each provider vetted to make certain they are fully qualified to offer quality images and service.

"It is already being recognized as the 'Google' of the stock photo industry," said Randy Taylor, the company president. "Our goal is to search every qualified database offering stock photography and offer users a powerful search engine that provides a convenient, efficient and effective way to fill their image needs. It's the ultimate source."

Navigation of the site is a creative's dream. By entering keywords, matching thumbnail images instantly appear on the screen. Images for consideration can be moved to a "lightbox" and categorized for further review. Multi searches can take place while the lightbox retains its inventory. A click of the image connects users to sellers, where the image license can be consummated or contact with the image provider can be accomplished.

In addition to servicing end users, *StockPhotoFinder.com* offers customized web sites to accommodate corporations and their preferred vendors with a password-protected, branded version.

Longtime observers of the evolution of the stock photo acquisition process will hail this as a powerful tool that saves enormous time by searching one web site instead of many to view most of the world's finest imagery. From the days of visiting supply houses and combing through rows of filing cabinets, to the introduction of catalogs and CD's, to the online offerings by individual agencies – this will be a "one-stop shopping" experience whose time has come.

"Our feedback from both the supply side and from the user side has been terrific," said Taylor. "Our technology team has really made this the ultimate user-friendly site that provides with maximum reward for the time invested by users. We are confident that *StockPhotoFinder.com* will be the 'must-visit' source for those who need to find great pictures fast."

The Benefits:

- One-stop shopping
- Fast search for the 'perfect image'
- Imaginative search tools
- Ease of use
- Access to niche, specialty and unique image sources

StockPhotoFinder.com, a Delaware corporation, has offices at 1123 Broadway, Suite 1006, New York NY 10010, and can be reached at 212 929-6965 or at info@stockphotofinder.com.

Visit www.stockphotofinder.com to experience the easy navigation and operation of the site.

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(212) 245-1772.*

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