



## PR Newswire and Shutterstock Partner to Bring PR & Marketing Professionals Easy Access to Photos

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### Powerful New Tool Recommends Images to Enhance Engagement with Brand Messages

NEW YORK, April 20, 2016 /PRNewswire/ -- PR and marketing professionals know that visuals enhance communications campaigns and increase visibility—something a thousand extra words might not achieve alone. According to 2015 PR Newswire analysis, press releases with images increase the visibility of organizations' content.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7810851-pr-newswire-shutterstock-partnership/>

To make it easier for communicators to include images with their press releases, PR Newswire has partnered with Shutterstock, a leading global provider of digital imagery, to provide customers with access to its library and distribute high-quality, licensed photos.

"Data shows that there is direct correlation between successful content engagement and the use of imagery in brand messaging," said Janet Giesen, Senior Director of Business Development and Strategic Partnerships at Shutterstock. "This partnership with PR Newswire will allow communication professionals to access a vast collection of high-quality imagery to help elevate their customers' communications and attract the attention they deserve."

PR Newswire has integrated Shutterstock's image library directly into its Online Member Center, making it simple for customers to add engaging images to their press releases. With this integration, PR Newswire is introducing recommendation technology that suggests Shutterstock images based on keywords detected in press release content, making the process of finding the perfect photo faster and easier.

Key features include:

- Access to Shutterstock's ever-growing collection of over 80 million images;
- Ability to save multimedia assets for use with future press releases;
- Use of PR Newswire's recommendation tool that allows users to select from suggested Shutterstock images based on keywords in press release text; and
- Shutterstock images are available for use at no cost to PR Newswire members with the purchase of any current photo distribution option.

"Our customers know that multimedia increases the visibility of their content, but don't always have an image available," stated Jason Edelboim, Senior Vice President of Global Product at PR Newswire. "Our partnership with Shutterstock makes it easier for PR and marketing professionals to find high-quality photos on-demand to enhance their campaigns and drive discovery of and engagement with their messages."

Press releases are among the most widely used tools that PR professionals have in their tool kit, helping their clients win earned media, drive traffic and leads, and ultimately contribute to revenue. Download PR Newswire's free white paper [Setting the Record Straight: Press Releases that Stand Out in the Digital Age](#) to learn how to leverage your content to create engagement, yield revenue, and get your message heard.

#### About PR Newswire

PR Newswire ([www.prnewswire.com](http://www.prnewswire.com)) is the premier global provider of multimedia platforms that enable marketers, corporate communicators, sustainability officers, public affairs and investor relations officers to leverage content to engage with all their key audiences. Having pioneered the commercial news distribution industry over 60 years ago, PR Newswire today provides end-to-end solutions to produce, optimize and target content -- from rich media to online video to multimedia -- and then distribute content and measure results across traditional, digital, mobile and social channels. Combining the world's largest multi-channel, multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms, PR Newswire enables the world's enterprises to engage opportunity everywhere it exists. PR Newswire serves tens of thousands of clients from offices in the Americas, Europe, Middle East, Africa and the Asia-Pacific region, and is a UBM plc company.

#### About Shutterstock, Inc.

Shutterstock, Inc. (NYSE: SSTK), is a leading global provider of high-quality licensed photographs, vectors, illustrations, videos and music to businesses, marketing agencies and media organizations around the world. Working with its growing community of over 100,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 80 million images and 4 million video clips available, of which over 600,000 are in 4K.

Headquartered in New York City, with offices in Amsterdam, Berlin, Chicago, Denver, London, Los Angeles, Montreal, Paris and San Francisco, Shutterstock has customers in more than 150 countries. The company also owns Bigstock, a value-oriented stock media provider; Offset, a high-end image collection; PremiumBeat, a curated royalty-free music library; Rex Features, a premier source of editorial images for the world's media; and WebDAM, a cloud-based digital asset management service for businesses.

For more information, please visit [www.shutterstock.com](http://www.shutterstock.com) and follow Shutterstock on Twitter and on Facebook.

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