



## **BFA And Shutterstock Have Signed An Exclusive Multi-Year Global Syndication Deal**

*Partnership will offer BFA access to Shutterstock's substantial distribution while adding over 1.7m editorial images now available to Shutterstock Premier customers*

**NEW YORK, NY, February 9, 2016** -- Shutterstock, Inc. (NYSE:SSTK), a leading global provider of images, video and music, today announced its exclusive global syndication deal with [BFA](#), a leading lifestyle, fashion, art and entertainment content creation agency.

Beginning today, Shutterstock Premier customers, which include some of the largest marketing communications companies and publishing houses in the world, will now be able to license BFA's images and video content from the most glamorous and prestigious events around the globe.

"BFA is the gold standard, go-to photographic agency that continues to raise the bar; because images matter to BFA, it has built up an enviable level of trust with brands that provide it with unparalleled access to some of the leading events in fashion and entertainment." said Jon Oringer, Founder and CEO of Shutterstock. "With the Oscars fast approaching, and as we continue to build out Shutterstock's editorial business, it is very exciting to be able to offer BFA's extraordinary collection to our global customers."

Founded in 2010 by photographers Billy Farrell, David X Prutting, Joe Schildhorn and Neil Rasmus, BFA is guided by a focused, cohesive philosophy: Images Matter. For BFA, this means they must create stunning content that captures their clients' specific needs while ensuring a seamless, tailored experience from booking to post-event support. A privately owned company, BFA will continue to showcase and offer its content for purchase through its own website.

"BFA is excited to be a part of Shutterstock's new premium editorial offering because it preserves a common goal that is the cornerstone of BFA; protecting the craft, quality and integrity of content creation," said Billy Farrell, co-founder of BFA. "This deal will propel BFA's images to customers around the world through Shutterstock's innovative and fast technology platform."

Some of BFA's longstanding and loyal clients include; CHANEL, Milk Studios, CFDA, Standard Hotels, Dom Pérignon, DVF, Ralph Lauren and The New Museum.

This exclusive distribution deal together with Shutterstock's acquisition of Rex Features and multi-year alliance with Penske Media Corporation in 2015, expands on its outstanding editorial offering to its Premier customers globally.

Learn more about this partnership, and enjoy some of [BFA's remarkable images here](#).

### **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 80,000 contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 70 million images and 3 million video clips available.

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](#).

### **About BFA**

With offices in New York City and Los Angeles, BFA is a world-renowned photography, video + content creation agency. Since BFA's inception in the Fall of 2010, today BFA has evolved into a one-stop-shop for content creation, servicing clients across the globe. BFA's current services include: BFA Studio, BFA Air (drone program), BFA Video, BFA Street, BFA Social and most recently, BFA Weddings. BFA has established a Partnerships Division, which serves to secure its relationships with clients such as eBay, Equinox, CFDA & The Metropolitan Museum of Art. Photographers Billy Farrell, David X Prutting, Joe Schildhorn and Neil Rasmus founded the company and are co-owners. Billy, David, Neil and Joe have a combined +40 years of photography and content creation experience. Images Matter.

Visit [BFA.com](http://BFA.com) and follow BFA on Twitter and Instagram @bfa, on Snapchat @teambfa and via Facebook at [Facebook.com/bfanyc](https://www.facebook.com/bfanyc)

### **Safe Harbor Provision**

Statements in this press release regarding management's future expectations, predictions, beliefs, goals, intentions, plans, prospects or strategies, including statements regarding the benefits of Shutterstock's global syndication deal with BFA, may constitute forward looking statements within the meaning of the Private

Securities Litigation Reform Act of 1995 and other federal securities laws. These forward-looking statements involve known and unknown risks and uncertainties, including risks related to unforeseen changes to Shutterstock's financial condition and future prospects; its ability to continue to attract and retain customers and contributors to its online marketplace; decreases in customer purchases or in content contributed to its online marketplace; assertions by third parties of infringement or other violations of intellectual property rights by Shutterstock; its ability to increase market awareness of Shutterstock and its services and increase revenues and expand, including into international markets; risks associated with operating internationally; its ability to respond to technological changes; general economic conditions worldwide; its ability to successfully integrate acquisitions; and other factors and risks discussed under the heading "Risk Factors" in Shutterstock's most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, as well as in other documents that may be filed by Shutterstock from time to time with the Securities and Exchange Commission. As a result of these risks, uncertainties and factors, Shutterstock's actual results may differ materially from any future results, performance or achievements discussed in or implied by the forward-looking statements contained in this press release. Shutterstock is providing the information in this press release as of this date and assumes no obligation to update the information or revise any forward-looking statements, whether as a result of new information, future developments or otherwise.

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