



## Shutterstock Expands Successful API Program with New Technology Partners

*Optimizely and Sprinklr integrate API, offering easy access to high-quality imagery for digital marketers*

**NEW YORK, NY, January 21, 2016** -- Shutterstock, Inc. (NYSE:SSTK), a leading global provider of commercial digital imagery and music, today announced technology integrations with Optimizely and Sprinklr. By integrating the Shutterstock API directly into their platforms, Optimizely and Sprinklr customers will be able to easily search, preview and license high-quality imagery for use in their optimization and social media campaigns.

Each integration helps marketers at different phases of their workflow. Optimizely, the most widely-adopted Experience Optimization Platform in the world, is leveraging Shutterstock's collection to empower thousands of global customers to seamlessly add images to their testing experiments and deliver better experiences across web and mobile. Sprinklr, the world's most complete enterprise social technology, is collaborating with Shutterstock to enable more than 1,000 brands to license imagery directly within their Content Discovery area by automatically suggesting relevant imagery to create powerful marketing campaigns.

"We are delighted to welcome Optimizely and Sprinklr to our API partner program, as both are at the forefront of their industries, empowering businesses with multichannel needs," said Catherine Ulrich, Shutterstock's Chief Product Officer. "Providing their customers with frictionless access to over 70 million images and 3 million video clips gives our API partners an instant edge over their competitors."

Optimizely and Sprinklr are among the first companies to integrate [Shutterstock's new API](#) into their platforms, which, in addition to its existing image library now offers video and music. Shutterstock's signature best-in-class search algorithm enables partners to create visually powerful experiences for its users that can increase revenue and boost customer engagement. The API allows for a wide range of integrations across websites, mobile applications, content management systems, and more. By integrating with Shutterstock image, video, or music search, companies like Optimizely and Sprinklr are joining other notable platforms leveraging Shutterstock's technology, including [Facebook](#) and NewsCred.

"Optimizely is excited to partner with Shutterstock, enabling our joint customers to test and deliver the right, high quality, images to the right people at the right time," said

Wyatt Jenkins, VP of Product, Optimizely. "With this integration, companies can discover which Shutterstock images provide the best experiences across web and mobile without ever leaving our Experience Optimization Platform."

"Relevant, on-brand content at scale is key to our clients' successful marketing strategy," says Paul Michaud, Sr. Director of Product for Sprinklr. "Sprinklr's Content Marketing solution facilitates the overall marketing planning-through-production process to drive measurable results. Our partnership with Shutterstock provides our clients with seamless, on-demand access to Shutterstock's vast collection of quality, affordable media assets to enhance brand engagement and ultimately improved client experience".

Learn more about this integration, as well as [Shutterstock's API 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](#).

### **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 potential for Shutterstock's API to increase revenue and customer engagement for its API partners, 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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