

## ALAMY TEAMS WITH NYI TO SPEED STOCK PHOTO SEARCH FOR US MARKET

*Data Center Upgrade Due to 30% Growth in Past Year*

New York, NY July 5, 2011 - Alamy ([www.alamy.com](http://www.alamy.com)), the world's largest independent stock photo site, today announced that NYI ([www.nyi.net](http://www.nyi.net)), New York's premier data center solutions provider, will oversee its infrastructure upgrade for North America, starting in New York. This decision is due to growing US sales of the company's images, which have increased 30% in the past year alone.

"NYI is great partner for us," said Richard Taylor, Alamy's Head of Production. "When we launched out of their New York facility in 2010, their team worked with us to create a flexible, cost-effective deployment that enabled us to test our model for a new market. Now that it is such a success, we are scaling up our presence in their New York facility.

"What this means for customers," he continued, "is that preview images, in addition to overall increased efficiency, will appear up to eight times faster than was previously the case, making it a lightning fast experience!"

"Alamy has a great business model," said Phillip Koblence, VP Operations, NYI. "Its rapid growth is due in large part to the company's total web focus as well as its treatment of content providers. Alamy is also deeply committed to customer service and appreciates the value of infrastructure investment."

"The US market has exceeded even our most optimistic projections," added Fabienne Read, Alamy's US Sales Team Manager. "With this expansion, we are keeping up with demand among US editorial publishers and exploring other market segments. We anticipate even greater success in the untapped area of commercial photography."

### About Alamy

Alamy is the world's largest independent stock photo site. It connects thousands of designers, marketing departments, news desks, and publishers with some of the best professional and amateur photographers around.

Alamy does not make editorial judgements on pictures, nothing is rejected providing the quality is acceptable – it lets the customer choose the pictures they want.

Alamy's revolutionary approach to the stock photography business means 60 percent of each sale is paid to the content owner – the lion's share of the revenue earned.

See about Alamy for more information.

### About NYI

Established in 1996, NYI is headquartered in the heart of the Wall Street area, where it owns and operates its network of boutique data centers across the United States. The company's core services include colocation and dedicated servers, cloud computing and managed services, disaster recovery and business continuity planning. NYI provides mission-critical data solutions for a broad range of industries, including media, financial services, healthcare, law, fashion, architecture, life sciences and real estate. NYI is SSAE 16-, PCI- and HIPAA-compliant. For more information, visit: [www.nyi.net](http://www.nyi.net).