

Media Release

For immediate release

Fotolia Expands To New Worldwide Markets and Now Covers 20 Countries

NEW YORK, July 17, 2012 – Fotolia continues to span the globe by expanding its services to Argentina, Chile, Mexico, Colombia and Australia. With this recent expansion, Fotolia now provides services to 20 countries in 12 official languages. The launch of localized services in Latin America and Australia is a strategic move to acquire more content from local contributing artists, and to build long-lasting relationships with customers in these countries.

With high Internet penetration rates, Fotolia's unique, Internet-based stock photography business has flourished in North America and Europe. Though South American rates grew over 10x over the last 10 years, they still only have 55% of the Internet penetration rate that North America has. This increase in Internet access feeds directly into Fotolia's crowdsourcing model.

Since Fotolia's expansion into Brazil in 2010, the company has experienced a positive influx in Latin American interest. With several of their best-selling artists from Argentina, Fotolia is looking forward to discovering and recruiting top talent in Latin America. Alejandro Ventura, professional photographer and Regional Director of Fotolia South America, confirms this trend. "Latin countries are full of talented photographers waiting to be discovered. Fotolia is going to help reach a worldwide audience by introducing microstock and licensing concepts to these new untapped markets."

"We've seen incredible growth in Latin America and Australia, and they're quickly becoming as big as some of our European markets. Localizing our services was essential to providing the best care to our growing customer base", says Oleg Tscheltzoff, CEO and co-founder of Fotolia. "We continue to be the stock photography agency with the best international coverage, and our recent endorsement by KKR means that we can consider exciting opportunities and expand our reach to more countries."

About Fotolia

Over 3.5 million people prefer Fotolia for affordable, royalty-free images, graphics and HD videos. With the introduction of the Infinite Collection, Fotolia became the first worldwide microstock organization to offer both crowd-sourced and professional images on one site. Founded in New York City in 2004, Fotolia spans the globe with websites in 12 languages and offices in 20 countries. With over 18 million files to choose from, find it on Fotolia.com.

About KKR

Founded in 1976 and led by Henry Kravis and George Roberts, KKR is a leading global investment firm with \$62.3 billion in assets under management as of March 31, 2012. With offices around the world, KKR manages assets through a variety of investment funds and accounts covering multiple asset classes. KKR seeks to create value by bringing operational expertise to its portfolio companies and through active oversight and monitoring of its investments. KKR complements its investment expertise and strengthens interactions with investors through its client relationships and capital markets platform. KKR is publicly

traded on the New York Stock Exchange (NYSE: KKR). For additional information, please visit KKR's [website](#).

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Media contact:
Jessica Hughes
Public Relations & Social Media Specialist
Fotolia, North America
Jessica.hughes@fotolia.com
347-329-5491