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12 Inch Design Announces Strategic Partnership with Thinkstock

Companies to collaborate in delivering quality royalty free products to video professionals

Phoenix, Arizona — April 16, 2004 — 12 Inch Design today announced a new strategic partnership with Thinkstock, a provider of high quality stock footage and images. The two companies will undertake collaborative marketing and cross promotion of their products.

The two companies plan on a number of joint promotions during the next 9-12 months, beginning with NAB 2004. Thinkstock will be promoting the Thinkstock Footage web site and product line from within the 12 Inch Design booth (South Hall, lower level, #SL 5818). In addition, both companies will be offering attractively priced bundles at the show.

Nicholas Napp, Vice President of Sales and Marketing for 12 Inch Design, says, “Quality stock footage and imagery is a very useful tool for many of our customers. However, our core business is motion graphics and we will remain focused on meeting the needs of our customers in that market. By partnering with a quality-centric company like Thinkstock, we can offer our customers great material without getting distracted from what we do best.”

Amy LaVerghetta, Marketing and Client Relations Director, adds, “There’s great synergy between our product lines that our customers will really benefit from. Both companies are committed to delivering quality royalty free products at prices that make sense for all video professionals.”

About 12 Inch Design

12 Inch Design creates high quality, royalty free motion graphics for video and post-production. Our products include the critically acclaimed ProductionBlox Motion Graphics library, PowerBlox, and LiveTypeCentral.com, the worlds largest library of content for LiveType.

Based in Phoenix, AZ, the team at 12 Inch Design has more than 20 years of production and post-production experience creating content for domestic and international TV networks, Fortune 500 conglomerates, international events and many other businesses. Our work has aired on ABC, CBS, Fox, NBC, WB, A&E, Discovery Channel, MTV, the BBC, Channel Four and other networks around the globe. Our award winning artists and editors have produced content for events such as the Nagano Winter Olympics and companies such as Acura, Steven Spielberg’s Amblin Entertainment, DDB Needham, Hasbro Toys, MCA/Universal and Microsoft.

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About Thinkstock

Thinkstock LLC is the royalty-free alternative for conceptual imagery and footage. Small and progressive, Thinkstock's collaborative team of photographers, cinematographers, digital artists and technology gurus deliver uncommon imagery to the creative community. Along with expert client and distributor relation teams, Thinkstock brings compelling content to a global client base through their web sites located at <http://www.thinkstock.com> and <http://www.thinkstockfootage.com>.

Thinkstock provides the most relevant, high quality stock imagery available. You will find over 20,000 vibrant, single images and 90 CD titles on their still image site. The Thinkstock Footage site boasts over 3,000 broadcast quality clips and features 47 compelling titles available in a variety of media. All products are fully model released and available for instant download.

For further information, please contact:

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