



New Creative Market Photos Category Launches, Inviting Genuine, Unique Photography

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New category gives selling power to independent photographers and furthers the mission of making beautiful design simple and accessible to everyone

SAN FRANCISCO--(BUSINESS WIRE)--Mar. 31, 2014-- [Creative Market](#), an [Autodesk, Inc.](#) (NASDAQ: ADSK) platform for handcrafted, mousemade design content from independent designers, today introduced a new Photos shop category for high quality photos available for purchase that feel nothing like "stock".

Creatives around the world have been buying and selling design content on Creative Market for more than a year. Now photographers can open their own shop on Creative Market to sell the beautiful images that are the result of their passion and craft. In order for independent creatives to make their mark, they want stock photography that is original and differentiated. Focusing on quality over quantity, and inviting authenticity over staged scenes, this new category simplifies the process of looking for and purchasing a great image that creates an emotional impact.

"We believe beautiful design should be accessible to everyone," said Samir Hanna, vice president of consumer products at Autodesk. "Creative Market's inspiring quality photos furthers this aim for photographers and their audiences."

Autodesk completed the acquisition of Creative Market earlier this year. Terms of the transaction were not disclosed. This transaction is expected to have no impact on guidance issued on February 26, 2014. For more information on Creative Market, please visit: <https://creativemarket.com/>

About Autodesk

Autodesk helps people imagine, design and create a better world. Everyone—from design professionals, engineers and architects to digital artists, students and hobbyists—uses Autodesk software to unlock their creativity and solve important challenges. For more information visit autodesk.com or follow @autodesk.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140331005501/en/>

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