



FOR IMMEDIATE RELEASE

Masterfile challenges the world's best image searchers

Image Search Showdown goes live

Toronto, February 2, 2011 — The competition heats up as one of the world's leading stock image companies, Masterfile, introduces its fifth consecutive challenge in its worldwide 'Master Creative' campaign – Image Search Showdown.

In order to beat this tricky, 3-level game and earn a Silver Wisdom Beard, Creative-sans must identify which image best matches certain keywords by quickly flinging ninja stars toward them. Overall, the game serves to showcase Masterfile's impressive diversity and quality of images within their collection.

"If your eye is sharp like eagle, you may stand a chance," says the Master, the advertising and design guru behind the campaign. He goes on to add, "But, if you slow like snail, I eat you for afternoon snack."

The Master campaign targets young creatives in North America and Europe to increase traffic to Masterfile.com and promote the company's premium rights-managed and royalty-free image collection.

"Not only are people learning about Endless Media, our groundbreaking search engine, but they're also able to test their skills and have a bit of fun," says Steve Pigeon, President of Masterfile.

The success of the games and interest from the Masterfile community has the company considering the release of a final game next month. Stay tuned.



PRESS RELEASE

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About Masterfile Corporation:

Masterfile Corporation is a global visual content licensor, with an exceptional collection of rights-managed and royalty-free stock images by world-class artists. The images — covering a wide range of subjects — are stored digitally and showcased, licensed and delivered instantly to commercial clients worldwide via the Internet. The company's reputation is built on personal service, fast picture research, and unique and helpful website features such as SimSearch®. Endless Media™ - Masterfile's revolutionary online search engine, released in December 2008 — has set a new industry standard, helping clients find the images they need faster than ever. Masterfile has its global headquarters in Toronto, European headquarters in Dusseldorf, sales offices in London, Milan and Paris, and independent agents in 100 countries across six continents. In 2010, it entered the microstock sector with the acquisition of Crestock.

www.masterfile.com