



PRESS RELEASE

Masterfile Offers Royalty-Free Subscriptions

Premium Image Licensor Adds RF Subscription Service

Toronto/Düsseldorf, July 27, 2010 — Masterfile Corporation (www.masterfile.com), one of the world's leading independent stock photo agencies, has added a royalty-free subscription service to its product line. Subscription plans allow clients to download a fixed number of royalty-free images in a set resolution for a flat fee. Masterfile now offers 4 different subscription plans: low, medium, super-hi resolution plans, and one which allows for mixed resolutions in a convenient and flexible "combo" pack. All subscriptions are available on monthly or yearly terms.

Masterfile is a privately-owned company founded in 1981 and is globally recognized in the advertising, publishing and stock photography community as a leading rights-managed and royalty-free licensor. Images available via Masterfile's subscription service have been selected from the company's collection of almost 2 million premium royalty-free images.

"We wanted to give value-conscious clients who regularly require a large number of images a budget-friendly alternative to licensing several single images at the same time," said Geoff Cannon, Executive Vice-President of Masterfile.

Subscribers can download up to 50 images a day during the length of their subscription.

"We're allowing clients a high daily download limit because we want them to have the freedom to work more naturally," says Tomas Speight, Masterfile's Senior Vice-President, International. *"Designers working on big projects can get all the images they need quickly and easily, without being forced to spread their downloads over multiple days."*

Clients who buy royalty-free subscription plans from Masterfile will also enjoy 25% off any single images they purchase while their subscription is active. *"Our automatic discount will allow subscribers to purchase any single images not available through their subscription at a reduced rate,"* said Geoff Cannon. *"Licensing all their images from one source will make their image buying experience quicker, easier and more economical."*

Masterfile's subscription service, which is available in major markets now, includes a growing selection of royalty-free images, with content updates every week.



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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 Düsseldorf, 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.

Press contact:

Please let us know if Masterfile is mentioned in your publication. If you need additional information or supporting images, please contact:

Masterfile Corporate Headquarters

3 Concorde Gate, 4th Floor, Toronto, Ontario, Canada M3C 3N7

Tel: +1 416 929 3000, Fax: +1 416 929 2104

Email: media@masterfile.com

Masterfile European Headquarters

Masterfile Deutschland GmbH, Schanzenstr. 20a, 40549 Düsseldorf, Germany

Direct: +49 (0) 211 95 77 00, Fax: +49 (0) 211 95 77 03 99

Email: press-europe@masterfile.com

www.masterfile.com