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Masterfile goes mobile with iPad / iPhone app

Toronto/Düsseldorf, March 24, 2011 — Masterfile – an industry leader in stock imagery – has launched a free new app for the iPad and iPhone that promises to make finding the perfect image easier and faster than ever.

Specifically designed to save time for art directors, designers and media professionals, the Masterfile app lets you find the images you need quickly and easily while you're on the move.

The app allows users to scroll seamlessly through an ongoing stream of millions of images from the entire Masterfile collection. And similarly to Masterfile.com, users can search by keyword or browse by category, save images in their lightbox, review past searches and enlarge images for full screen view. In addition, the app boasts Masterfile's popular SimSearch functionality, letting users see visually similar images with a tap of the finger - a further time saver.

"We're all about making life easier for creative people and our new iPad / iPhone app is testament to that. Now you can search through millions of images while you're on the go and find exactly what you need – all in half the time," says Steve Pigeon, Masterfile's President.

Masterfile's new app can be downloaded from the iTunes store.

To find out more, visit <http://www.masterfile.com/app>.

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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.