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Tim Lund Joins Masterfile to Direct Global Image Production

New Director of Creative Production will lead teams in Europe and North America.

Masterfile's status as a global supplier of exceptional stock photography takes another leap forward with the hiring of Tim Lund, a leading industry creative based in London.

Mr. Lund's mission is to direct Masterfile's talented image production teams in Düsseldorf and Toronto, working with freelance photographers and art directors around the world, to accelerate growth of the collection and expand the company's Radius royalty-free product line. He will operate out of Masterfile's London office and will report to the Vice-President of Content Management, Susan Morissette, who has been instrumental in building the Masterfile and Radius collections.

Tim Lund joins Masterfile following a period with Getty Images where, as director of photography, he was responsible for producing wholly-owned content. Previously, he was creative director at Digital Vision, producing premium royalty-free images and prior to that at VCG in London, producing rights-managed stock photography. He has managed production teams in London, Munich, New York, Paris, Sydney and Tokyo. He brings the exact skill set Masterfile needs to accelerate the growth of its collection.

"I have known Tim personally for more than 20 years. I have always respected his talent and envied his employers," said Masterfile President Steve Pigeon. "He is a professional manager with the creative eye of a brilliant, rebellious artist. He will be instrumental in our continued efforts to build the finest stock collection in the world. We are delighted to have him on board."

Tim Lund adds: *"In today's crowded creative space the challenge of producing truly outstanding imagery has never been greater and I am relishing the opportunity of working with the energetic team at Masterfile to realize this goal."*

Pigeon said Masterfile is investing millions of dollars in creating images targeted at local markets in major international centers. Besides funding its own content, the company works closely with a roster of freelance contract photographers who produce their own world-class images for Masterfile's discerning clients.

About Masterfile

Masterfile Corporation is a global visual content provider, with an exceptional collection of rights-managed and royalty-free stock images by world-class photographers. The images, covering a wide range of subjects, are stored digitally, showcased, licensed and delivered instantly to business clients worldwide via the Internet. Headquartered in Toronto, Masterfile has sales offices in New York and Chicago, European Headquarters in Dusseldorf with offices in London, Milan and Paris, plus independent agents in 30 other countries.

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