



PRESS RELEASE

Bon Voyage: the second issue of Masterfile magazine takes customers to faraway places with impressions from all over the world.

Düsseldorf, July 2007: On tour with Masterfile: The second issue of "file", the Masterfile magazine, sets the stage for all types of travel and is guaranteed to awaken your dreams of faraway places. The holiday mood will be finding its way to our customers at the start of July, right on time for the summer peak season. Each layout is based around a main theme, which changes from issue to issue. Except for the title, the Masterfile magazine is reinvented from scratch each time, and it's already becoming a collector's item. We let the images speak for themselves, and not simply fill pages in the clichéd classical presentation of image stock.

The second magazine is a far cry from your typical travel brochure – it deals with the theme in an informal and highly creative way, telling pictorial stories about the world of travel: from airports to cruises, private jets to hiking, basking on beaches, city weekend excursions, or a trip to the moon. The Masterfile "Horror Holiday" comics tell of forgotten keys and electric irons, from honeymoons from hell in horrible hotels, and the perils of souvenir spending sprees. The magazine shows a broad spectrum of visual worlds. As an additional feature, there are eight classical pull-out postcards in holiday trash/kitsch style.

The layout and the content concept of the magazine, now 61 pages in length, is once again a cooperative effort developed and realised by the Masterfile design team in Düsseldorf and the Stuttgart design agency "Strichpunkt" (www.strichpunkt-design.de).

By the way, the theme of the next issue of "file" will be chosen by Masterfile customers themselves. Until 31 July 2007, there will be a choice of six possible themes on the webpage at masterfile.com/magazine. All entrants have a chance to win an iPod nano from the RED Collection.

“file” – The Masterfile Magazine

The first issue of the magazine, which appears three times a year, was published in May 2007. Each issue is unique and tells a story centred around one theme viewed at from a broad range of topics. Readers are given the opportunity to select the theme of the following issue. The design and layout, including the images selected from the over 800,000 in Masterfile's portfolio, do not fit into the usual cliché of stock image presentation. They speak for themselves. The magazine is intended as a pool of ideas for a creative target group. It provides layout, design and image ideas, and is a bag full of eye candy to boot. Innovative images, unusual visual combinations and a contemporary presentation related to a single theme by one of Europe's most successful design agencies, highlight Masterfile's claims to quality and their position as the cutting-edge agency on the market. The magazine-like character is also a perfect vehicle for potential cooperative ideas or acquiring advertising which could help finance the project. In the long-term, publication as an over-the-counter magazine is also conceivable.



About Masterfile Corporation:

Masterfile Corporation [www.masterfile.com] is the world's leading independent photo agency. The European headquarters has been in Düsseldorf, Germany, since January 2006. Additional branches are in Milan, London and Paris. Its wide array of pictures includes top-quality collections of rights-managed and royalty-free photos by internationally recognised photographers. The company's excellent services are based on personal customer service, fast picture research, including the specially developed SimSearch™ tool, as well as the instant digital delivery of the picture material on the Internet. Company headquarters is in Toronto, Canada. There are independent sales partners in 30 additional countries.

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