



PRESS RELEASE

**Masterfile creates a global brand and strengthens its capacity for innovation, through developing and reorganising its international marketing and product development departments**

Duesseldorf, November 2007:

In order to promote the strengthening of its competitiveness and establish a reputation as a global brand, the picture agency Masterfile has reorganised its international marketing section, and established a department for product development and innovation. From now on, Masterfile's worldwide marketing and design departments (including those for North America) will fall under the direction of SVP Tomas Speight.

Masterfile's newly-established department for product development has been placed under the leadership of John McDonald, as Vice President of Product Development. The focus of the new department will be upon developing new technologies and services, as well as formulating more user-friendly and experience-orientated product innovations. John McDonald and Tomas Speight will be working in close partnership, in order to guarantee the fast development, provision and communication of new Masterfile features, services and products. Tomas Speight said of the recent changes within the company, "we hope to further-strengthen Masterfile's position as a competitive global business. The establishment of the new departments is a logical step towards the optimisation of our international marketing strategy, towards our emergence as a global brand and towards the strengthening our innovation capacity".

John MacDonald, Masterfile's recently-appointed Vice President of Product Development and leader of the new development department, has been working for Masterfile, in Toronto, since 1999. He was the man who fathered Masterfile's intelligent search-systems: the SimSearch function and the Tag-Cloud tool. In addition, John MacDonald was also involved in the development of the royalty-free platform, wonderfile.com. John MacDonald was originally employed in the field of film and broadcasting, even working in Hollywood for a time, and gathered almost 20 years of experience in this business.



Since 2005, Tomas Speight has been responsible for the set-up and development of Masterfile's European headquarters in Düsseldorf. In this position, he has held responsibility over the company's European marketing and sales, and also over the coordination of Masterfile's international sales - outside of America - in Europe, Asia, Africa and Australia. Speight possesses comprehensive knowledge and many years of experience of working within the picture agency industry. Before joining Masterfile, he worked for four years as Co-CEO for the picture agency 'Zefa Visual Media Group' and, before that, he was involved in establishing the picture agency 'The Stock Market Photo Agency, Inc.' in Europe.

The first fruits of this budding collaboration will be materialising over the coming months, in the form of exciting product innovations on masterfile.com.

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**About Masterfile Corporation:**

Masterfile Corporation is a global visual content provider, 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, showcased, licensed and delivered instantly to commercial clients worldwide via the Internet. Masterfile has its global headquarters in Toronto, European headquarters in Düsseldorf, sales offices in New York, Chicago, London, Milan and Paris, and independent agents in 30 other countries spread across six continents.

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