



PRESS RELEASE: **MASTERFILE CITY FORUM**

Masterfile City Forum: Where Creative Exchanges Flow

Toronto/Düsseldorf, August 2008. Starting in August, Masterfile will be offering creative professionals everywhere a valuable networking and information sharing service - the Masterfile City Forum.

This chat room style feature will be accessed through Masterfile's own ever-evolving virtual metropolis, Masterfile City (www.masterfile.com/mcity). It will be a meeting place for designers, art buyers and creatives from around the world. Masterfile is inviting them to take part in a creative exchange, sharing ideas and solving problems with an international group of colleagues. Software tips and tricks, design trends and concepts, outstanding campaigns and cutting edge websites - all will be open to discussion in the Forum. Registered users will also be free to post images, documents and PDFs there. They'll determine what the "talk of the town" will be, and it is hoped that Masterfile City Forum will become an invaluable service to the photography and design world people who use it.

Any visitors to the website will be able to view all topics and content of the Forum, but in order to join in the online conversation they will need to register in Masterfile City. Registered users will be able to reveal or conceal any personal information they choose - their name, nickname, nationality, gender, profession, etc. They will also instantly become eligible for regular prize draws at Masterfile, including one for two round-the-world airline tickets. All participation by a registered user in the Forum (and anywhere else in Masterfile City) is rewarded with "creative points" that accrue to an account and increase his or her chances of winning a prize.

The Masterfile City Forum will be first launched in English, but other language versions will soon follow. It has been developed by Masterfile's European office, as well as the design agency Parasol Island and the IT consulting & software engineering company Iterranux, all in Düsseldorf.



About Masterfile Corporation:

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We would greatly appreciate brief notification of publication or if we are mentioned in your publication. If you need additional information or photo material, please contact Masterfile Corporation's Publicity Department:

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