



FOR IMMEDIATE RELEASE

Masterfile contest puts iPads and image subscriptions up for grabs

Toronto, January 12, 2011 — Masterfile, an industry leader in stock imagery, is hosting a ‘Master Finder Contest’ designed to promote their subscription plans while touting the benefits of their revolutionary Endless Media search platform.

The contest, launched in five languages, tasks entrants with finding three of the images used in the Masterfile campaign launch video – an outrageous rap video introducing ‘The Master Creative’ character to the world.

Those who find and submit the exact images will be entered to win one of four Apple iPads and one of twenty month-long Masterfile “Design” subscriptions – each worth over \$1,200 USD. Winners will be drawn weekly until the close of the contest February 9, 2011.

“The ‘Master Finder’ contest is a fun way to spread the word about our image subscriptions, while at the same time introducing the creative community to Endless Media – hands down the fastest way to find images”, says Steve Pigeon, Masterfile’s Toronto-based CEO.

Masterfile’s Royalty-Free Subscriptions are available in a range of options and provide subscribers with access to as many as 450 images a month – offering creatives hassle-free access to the highest-quality images.

Full details on the Master Finder contest can be found at www.masterfile.com/contest



PRESS RELEASE

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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.

www.masterfile.com