



FOR IMMEDIATE RELEASE

Masterfile launches bonus challenge!

Photo Adjustment Mastery released in response to high demand

Toronto, February 16, 2011 – With the growing success of Masterfile’s Master Creative campaign, the stock image company has released yet another challenge to the creative community – Photo Adjustment Mastery.

This time, the game tests competitors’ ability to match the hue, saturation, and lightness between two images. If players can beat each of the three levels in under 45 seconds, they are awarded the coveted Gold Wisdom beard.

To date, six challenges have been released and are available for play at masterfile.com/training. While Creative-sans previously had to unlock each game sequentially, the challenges are now open for play in any order.

“I give pretty tough task this time. No more Mr. Nice Master guy,” says the campaign spokesperson and advertising veteran, The Master.

The overall campaign serves to introduce people to Masterfile’s revolutionary Endless Media search platform, and showcase their high quality image collection in an engaging way.

“Art directors and designers pride themselves on knowing how to use these tools, so these games are a great way for them to see how good they are while also learning about our service,” says Steve Pigeon, President of Masterfile.

The global, 4-language campaign has been running since November 1st and has utilized a combination of blogger outreach, banner ads, contests, and other e-marketing initiatives to drive traffic to the site.



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