



FOR IMMEDIATE RELEASE

Newest Masterfile challenges stir up creative competition

Toronto, December 8, 2010 — Over the last month, Creatives around the world have been following ‘The Master’ in order to earn their very own wisdom beard by completing a series of online creative challenges at www.masterfile.com.

The four-language initiative spanning North America and Europe is designed to introduce industry professionals to Masterfile’s image search platform, ‘Endless Media’, in a fun, and engaging way.

Now, in the latest extension of Masterfile’s Creative Mastery campaign, two new games test art directors’ and designers’ knowledge of colour and typeface.

“Every creative takes pride in knowing their craft, and these games give them an opportunity to see just how sharp they are,” says Steve Pigeon, Masterfile’s Toronto-based CEO.

In Colour Mastery, players are challenged to match random colour swatches using the RGB, and CMYK sliders. To beat the final level players must then correctly match a series of swatches using the colour wheel with only one click.

Typeface Mastery similarly challenges ‘Creative-sans’ to match as many different fonts as they can across three levels of difficulty.

“These games [hosted on masterfile.com/training], are specifically designed by me, The Master, to hone one’s creative kung fu, fo sho,” says the Master, the all-knowing, wise-cracking, guru of the industry.

The campaign, set to continue through to the end of February, will roll out further creative challenges to encourage repeat visits to masterfile.com

For an inside look visit www.masterfile.com/training



PRESS RELEASE

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www.masterfile.com