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FOR IMMEDIATE RELEASE:

Masterfile receives over 30 design and photography awards

Masterfile receives accolades from Europe and North America

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In the last year, Masterfile received over 30 awards for its print pieces, its multimedia productions and for its photography. Some of these awards include: CLIO, AIGA, London International Awards, Red Dot, How Design, Good Design, Communication Arts Award of Excellence, PDN World in Focus, Canadian Art Directors, Applied Arts.

John McDonald, Vice-President Marketing, Masterfile Corporation says, *"Our clients are passionately visual creatures of all ages, with varied aesthetic tastes and cultural backgrounds. If we want to communicate with them, we have to rise above the ambient noise of parochial marketing messages by challenging and engaging their visual sensibilities.*

The 'unbound' series which has won the greatest number of awards was a big departure for us, and frankly speaking, it was a risk. We wanted to create a succession of pieces that designers would think: 'One day, I'll get a sweet project like that one.' Three years after publishing the first 'unbound' we are still getting calls about the paper, binding and printing techniques. So I guess the gamble paid off. The Masterfile video produced by our European creative team in Düsseldorf has received awards and rave reviews on both sides of the ocean. It appears that designers are saving our publications and multimedia productions to use as reference materials to generate new ideas. This is exactly what we intended. Our business is licensing great images, but we want to be recognized as a designer friendly stock agency, an agency that 'gets it'."

About Masterfile

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, 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 across six continents. Additionally, Masterfile has art departments, editing and image production operations in Toronto, Düsseldorf and London.

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