



PERSONNEL ANOUNCEMENT

London Masterfile office with new team

Düsseldorf/London, August 2007:

Since July 2007, the London Masterfile office has been under new leadership. Gavin Lawrence has been appointed Sales Manager for Masterfile's UK and Republic of Ireland team, taking over from Catherine Lockwood. Joining Masterfile from the time of the opening of the London offices in 2005, as Account Executive, Gavin Lawrence contributed a great deal to the build-up of the branch. Before being appointed to the position of Sales Manager UK and Republic of Ireland, he worked for Masterfile as Head Account Manager Advertising and Corporate, with the responsibility for increasing business connections in the UK and the Republic of Ireland. Before joining Masterfile, he worked as Business Development Manager for the marketing agent Purple Cow.

Masterfile would also like to welcome Duncan Crawley, a new member of the UK team. Since July, he has been working with Mastefile as Head Account Manager Editorial. Before joining Masterfile, Duncan Crawley had already amassed extensive experience in the picture agency business. After completing his studies (in American Studies and History) at the Northampton University College in 2001, he worked for several years as a Sales Account Executive in the UK editorial market, with the picture agency Zefa Visual Media. With the take-over of Zefa by Corbis in 2005, he was able to build on his experiences within a new structure.

About Masterfile Corporation:

Masterfile Corporation [www.masterfile.com] is the world's leading independent photo agency. The European headquarters has been in Düsseldorf, Germany, since January 2006.



Additional branches are in Milan, London and Paris. Its wide array of pictures includes top-quality collections of rights-managed and royalty-free photos by internationally recognised photographers. The company's excellent services are based on personal customer service, fast picture research, including the specially developed SimSearch™ tool, as well as the instant digital delivery of the picture material on the Internet. Company headquarters is in Toronto, Canada. There are independent sales partners in 30 additional countries.

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