

## **OnAsia Images is Masterfile's new exclusive distribution partner for Thailand**

Toronto/Düsseldorf, January 2008. With immediate effect OnAsia in Bangkok is the exclusive distributor of the Masterfile Collection in Thailand. The decision to launch direct distribution in Thailand by partnering with OnAsia is part of Masterfile's new strategy for the fast growing markets in South East Asia. Says Masterfile SVP International & Marketing Tomas Speight: "OnAsia is one of the most highly respected agencies for digital stock and assignment photography in Asia and we are confident that this will prove to be a very successful new partnership to the benefit of our customers in Thailand".

Masterfile's Thai clients now have a direct contact in Thailand for the first time. Customer service for Thailand had previously been provided from Singapore. OnAsia is managed by its founders Yvan Cohen and Peter Charlesworth and client services for customers in Thailand will be directed by sales manager Bussadee Tritiwin ([lek@onasia.com](mailto:lek@onasia.com) or [sales.thailand@masterfile.com](mailto:sales.thailand@masterfile.com)). Says Bussadee Tritiwin about this new strategic partnership: "We are confident, that OnAsia will be able to establish itself as the leading choice for the Thai design community when it comes to high quality images with the help of the Masterfile Collection"