



FOR IMMEDIATE RELEASE

Profoto Launches ProfotoAssistant.com Website

New website features international monthly photo contests for photography assistants

North White Plains, NY (April 2, 2012) – [Profoto](#), the world's leading manufacturer of professional photography lighting and Light Shaping Tools, announced today the launch of its new website www.profotoassistant.com.

Profotoassistant.com features monthly photo contests that are open to full-time photography assistants from around the world and a Photo Assistants Directory where assistants can get listed and get work. Also available are helpful Profoto product how-to videos and information on where to rent or buy Profoto equipment on-location or near home-base.

“This new Profoto website has been created as a resource for ambitious photography assistants looking to get noticed, get work and stay informed about their industry and Profoto products,” said Mark Rezzonico, VP Product Group. “And through our new monthly photo contests, these vital behind-the-scenes assistants now have the opportunity to ‘shine’ on an international level.”

About the Assistants’ Photo Contest

In order to participate in the Profoto Assistant Photo Contest, assistants must complete the online [registration form](#) certifying they are a full-time assistant. After they are registered as a Profoto Assistant they may enter up to 20 images a month. Each submission must be accompanied by a single image of a “behind the scenes” shot of the Profoto equipment on set, showing how it was used to create the image with the subject or background visible.

Each month photographs will be rated by their peers on ProfotoAssistant.com. Visitors and assistants may vote for as many images as they wish, but are allowed only one vote per image per month. The image with the most votes in a single month wins. Monthly winners will be offered additional recognition as an interview to be featured on [ProfotoAssistant.com](#), [Profoto.com/us](#), and the [Profoto Blog](#).

For more information about this monthly contest click [here](#).

About Profoto

Profoto is a Swedish company manufacturing flash equipment for the professional photo market. Established in 1968, Profoto is one of the leading flash manufacturers in the world, and counts among its customers a great many of the leading photographers and

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rental houses. Profoto has its headquarters in Skarpnäck south of Stockholm. For more information visit: www.Profoto-USA.com

Profoto products are exclusively distributed by MAC Group (www.MACgroupUS.com) in the USA.

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