



FOR IMMEDIATE RELEASE

X-Rite Announces “Color Perfectionists Unite” Photography Contest

Photo contest features monthly themes and fantastic prizes

Elmsford, NY – July 20, 2011 – [X-Rite](#), Incorporated, the world leader in color management, measurement and communication technologies, announces today the [Color Perfectionists Unite Photo Contest](#). Photographers and anyone passionate about perfecting color is invited to submit original photos based on each monthly theme through the end of 2011.

Monthly winners will be selected by a top professional photographer specializing in the area of photography related to the theme. Each monthly winner will also be featured on the [X-Rite Photo blog](#) and will receive one of X-Rite’s new display solutions – either a [ColorMunki Display](#) or an [i1Display Pro](#) – and a [ColorChecker Passport](#), providing each winner with the ideal tools to get accurate color from their cameras and displays. The top 20 finalists each month will be featured in a monthly gallery at X-Rite Photo on Facebook and Color Perfectionists Group on Flickr.

“Through the ‘Color Perfectionists Unite’ photography contest, X-Rite is on the search for Color Perfectionists from around the world to show us their true colors,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “And with monthly themes ranging from ‘Summer Fun’ and ‘Fall Colors’ to ‘Landscapes’ and ‘Celebrating Family’ we are really looking forward to seeing the images that will be submitted.”

To enter the contest:

1. Submit an image that represents the theme for that particular month. There is no limit to the number of entries. Enter using “[Contest](#)” at X-Rite Photo on Facebook or visit www.xritephoto.com/photocontest.
2. Follow @xritephoto on Twitter and “Like” X-Rite Photo on Facebook (contestants need to do both to be eligible to win).
3. Contestants should invite friends and family to vote for their image. The top 20 photos with the most votes each month will be entered in the final round. The finalist images will be featured in a monthly gallery on Facebook and added to the Color Perfectionists Group on Flickr.
4. An X-Rite [Coloratti](#) will judge the 20 finalists to determine the winner of the best photograph that illustrates the theme of the month.

Monthly Contest Themes:

July/August Theme: “**Summer Fun**” – **Judged By:** [Seth Resnick](#)

Submit Entries: July 18 – August 15, 2011

Voting Period: August 16 - August 31, 2011

Winner Announced: September 6, 2011

Prizes: ColorMunki Display and ColorChecker Passport

September Theme: **“Back to School!”**

Submit Entries: September 1-15, 2011.

Voting Period: September 16-30, 2011

Winner Announced: October 7, 2011.

Prizes: i1Display Pro and ColorChecker Passport

October Theme: **“Fall Color”**

Submit Entries: October 1-15, 2011

Voting Period: October 16-31, 2011

Winner Announced: November 7, 2011.

Prizes: ColorMunki Display and ColorChecker Passport

November Theme: **“Landscapes”**

Submit Entries: November 1-15, 2011

Voting Period: November 16-30, 2011

Winner Announced: December 7, 2011

Prizes: i1Display Pro and ColorChecker Passport

December Theme: **“Celebrating Family”**

Submit Entries: December 1-15, 2011

Voting Period: December 16-31, 2011

Winner Announced: January 7, 2012

Prizes: ColorMunki Display and ColorChecker Passport

About X-Rite

X-Rite, Incorporated (NASDAQ:XRIT) is the global leader in color science and technology. The company, which now includes color industry leader Pantone LLC, develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit www.xrite.com.

For more information regarding this program, visit www.XritePhoto.com. For X-Rite corporate information visit www.xrite.com.

The X-Rite Color Checker Passport, ColorMunki Display and i1Display Pro are distributed by Elmsford, NY-based MAC Group www.MACgroupUS.com.

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Contact:

Mark Rezzonico

X-Rite Photo Marketing

914-347-3300

MarkR@MACgroupUS.com

Steve Rosenbaum/Leigh Nofi

S.I.R. Marketing Communications, Inc.

631.757.5665

sir@sironline.com / leighnofi@sironline.com