



FOR IMMEDIATE RELEASE

X-Rite Announces December Theme for “Color Perfectionists Unite” Photography Contest

Prizes for December’s “Celebrating Family” theme include a ColorMunki Display and ColorChecker Passport

Elmsford, NY – December 1, 2011 – [X-Rite](#), Incorporated, the world leader in color management, measurement and communication technologies, announces the December theme for its [Color Perfectionists Unite Photo Contest](#). Photographers and anyone passionate about perfecting color are invited to submit original photos based on the “Celebrating Family” theme from December 1st through December 15th. Voting will take place December 16th through December 31st and the winner will be selected from the top 20 finalists determined by the number of votes for each photo.

Since the summer of 2011, monthly winners in the 2011 Color Perfectionists Unite Photo Contest series have been selected by a top professional photographer specializing in the area of photography related to each monthly theme. Each monthly winner has also been featured on the [X-Rite Photo blog](#) and has received 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 are 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 has searched for and found fellow Color Perfectionists from around the world willing to brilliantly show us how much color means to them,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “And with themes that have changed every month bringing us to the final theme just in time for the holidays – ‘Celebrating Family’ – we are really pleased with the quality of images that have been submitted through the last five months and we’re sure December’s entries will bring us more of the same.”

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.

December Theme: “Celebrating Family” – Judged by [Helen Yancey](#)

Submit Entries: December 1-15, 2011

Voting Period: December 16-31, 2011

Winner Announced: January 7, 2012

Prizes: ColorMunki Display and ColorChecker Passport

**X-Rite Announces December Theme for
Photo Contest (cont'd)**

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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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