



**FOR IMMEDIATE RELEASE**

## **X-Rite Announces October Theme for “Color Perfectionists Unite” Photography Contest**

*Prizes for October’s “Fall Color” theme include a ColorMunki Display and ColorChecker Passport*

**Elmsford, NY – October 5, 2011** – [X-Rite](#), Incorporated, the world leader in color management, measurement and communication technologies, announces the October theme for its [Color Perfectionists Unite Photo Contest](#). Photographers and anyone passionate about perfecting color are invited to submit original photos based on the “Fall Color” theme from now through October 15<sup>th</sup>.

And through the end of 2011, monthly winners are 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 how much color means to them,” said Mark Rezzonico, vice president X-Rite Photo Marketing. “And with changing monthly themes ranging from ‘Fall Colors’ to ‘Landscapes’ and ‘Celebrating Family’ we are really looking forward to seeing the images that will be submitted through the end of this contest.”

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](http://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:**

October Theme: “**Fall Color**” – **Judged by: [John Paul Caponigro](#)**

Submit Entries: October 1-15, 2011

Voting Period: October 16-31, 2011

Winner Announced: November 7, 2011

Prizes: ColorMunki Display and ColorChecker Passport

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

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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](http://www.xrite.com).

For more information regarding this program, visit [www.XritePhoto.com](http://www.XritePhoto.com). For X-Rite corporate information visit [www.xrite.com](http://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](http://www.MACgroupUS.com).

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