

Masterseek Partners With "Skype" Designers for New Visual Identity

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The prestigious Copenhagen design company "11Design," who developed the communication strategy, platform and visual identity for many successful online businesses like TDC, Skype and Bullguard, have partnered with Masterseek.com to create a new and improved online brand identity when the B2B search engine launches in June 2006.

The creative minds are working at full speed in the Copenhagen offices of 11Design, who recently received international attention and acclaim for creating the communication strategy, digital platform and visual identity of global success story "Skype." Their most recent assignment Masterseek.com is of similar potential as Masterseek has chosen 11Design to mastermind a digital brand and identity to match its unique product and the ambitious goals and visions of the new B2B search engine before its final launch in June 2006.

"We are always enjoying working with companies who have an exciting new idea and an obvious potential to become a new Skype or Google. In such projects, like Masterseek, our foremost task is to find the essence of this potential and communicate it in a visual identity in the most effective and recognizable manner," says *Allan Fenger, Managing Director of 11Design.*

The belief in Masterseek's enormous potential has furthermore encouraged the design company to enter into a long-term partnership with the business search engine, as Allan Fenger steps into the Masterseek Advisory Board, bringing his vast experience with PR, communication and branding into the already extensive knowledge pool of the existing board members.

"Masterseek is really taking shape now and with the new brand and visual identity designed by 11Design we will have the full-scale technological setup to support our concept and revenue model as well as the design and communicative strategy to showcase the attractions of our unique product effectively. June 2006 will be groundbreaking for our company," says a confident *Robert Perz -- COO at Masterseek --* and continues: "Our new brand and Allan Fenger stepping into our Advisory Board will be two more important milestones on the way to what we believe will be the next big internet success originating from Denmark."

Masterseek will launch officially with full functionality for users and advertisers and a new visual identity in primo June 2006 but most features are already available in beta-mode at

www.masterseek.com.