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Kodak and JK Imaging Announce Brand Licensing Agreement for Consumer Digital Products

ROCHESTER, N.Y., Jan. 7 – Eastman Kodak Company and JK Imaging, Ltd. today announced that they have entered into a multi-year agreement for JK Imaging to license the Kodak brand name for certain consumer products, including digital cameras, pocket video cameras, and portable projectors. JK Imaging plans to launch its first products in the second quarter of 2013.

“Kodak remains a strong and trustworthy brand in the consumer space and this agreement reinforces how valuable our brand is,” said Laura Quatela, President of Kodak and Personalized Imaging. “When we announced our plan to exit the digital camera business last year, we said we would explore licensing opportunities for the brand in this category. The JK Imaging team has global experience and expertise in the industry.”

JK Imaging’s CEO, Joe Atick, is chairman of JA Capital Holdings, a global supplier specializing in consumer imaging and electronics products. Atick said, “Our decision to license the globally-recognized Kodak brand from Eastman Kodak Company was a natural fit. With more than a century of imaging firsts, there is great significance and value in the Kodak name. We intend to continue this legacy and bring to market the next generation of ‘must have’ portable, personal electronics that enhance the lives of consumers worldwide.”

Terms of the agreement are not being disclosed.

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About Kodak

As the world’s foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives. For more information, visit www.kodak.com.

About JK Imaging, Ltd.

JK Imaging, Ltd. is a privately held company headquartered in Los Angeles, California with 12 additional sales offices worldwide. The executive team is comprised of experienced sales and marketing officers with extensive backgrounds in digital imaging and global distribution. JK Imaging, Ltd. services North America, South America, Europe, Asia and the Middle East. For more information, visit www.kodakcamera.jkilt.com.