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Kodak PORTRA Colour Negative Films Voted Best Film in Europe 2007

Technical Image Press Association Rewards KODAK PROFESSIONAL PORTRA Films

London, April 24, 2007 – Kodak’s iconic professional film series, KODAK PROFESSIONAL PORTRA Film, has today been voted the Best Film in Europe 2007 by the Technical Image Press Association (TIPA). The award, voted for by TIPA members, recognizes the fine grain, excellent resolving power and superb colour precision offered to professional photographers by Kodak’s four colour negative professional films: PORTRA 160 VC, 160 NC, 400 VC and 400 NC.

“We are delighted that Kodak’s commitment to providing professional photographers with the best tools for the job through PORTRA films has been recognized by TIPA,” said Oreste Maspes, General Manager, Film Capture business EAMER, Kodak. “With more than two-thirds of professional photographers mixing film and digital when shooting, the PORTRA film family has been developed to help photographers in all disciplines create stunning images for impactful results. Feedback from photographers and professional labs involved in testing the newly-enhanced KODAK PROFESSIONAL PORTRA series has been incredible since its launch at Photokina 2006, and TIPA’s award for Best Film in Europe 2007 confirms the series’ optimal performance.”

TIPA, the largest and most influential photo and imaging press association in Europe, acknowledges Kodak’s ongoing support of the professional photography market.

“The latest PORTRA series by Kodak includes four colour negative professional films that offer fine grain, excellent resolving power and superb colour precision. These four films are the PORTRA 160 VC, 160 NC, 400 VC and 400 NC,” said the TIPA jury. “The NC films give photographers the ultimate in neutrality with accurate, lifelike colours while the VC films enable

photographers to exploit enhanced colour brilliancy thanks to the superior contrast on offer. Initially created for portrait photographers, these films are also a popular choice with photo journalists who choose silver halide to document the world.”

The TIPA Awards 2007 ceremony will take place in Köln, Germany on 31st May at 18:00.

KODAK PROFESSIONAL PORTRA films are available worldwide.

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About Eastman Kodak Company

Kodak is the world's foremost imaging innovator. With sales of \$13.3 billion in 2006, the company is committed to a digitally oriented growth strategy focused on helping people better use meaningful images and information in their life and work. Consumers use Kodak's system of digital and traditional products and services to take, print and share their pictures anytime, anywhere; Businesses effectively communicate with customers worldwide using Kodak solutions for prepress, conventional and digital printing and document imaging; Creative Professionals rely on Kodak technology to uniquely tell their story through moving or still images; and leading Healthcare organizations rely on Kodak's innovative products, services and customized workflow solutions to help improve patient care and maximize efficiency and information sharing within and across their enterprise.

More information about Kodak (NYSE: EK) is available at www.kodak.com.

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