

QUESTIONS & ANSWERS

What's new with KODAK PROFESSIONAL PORTRA Film?

2006 was a great year for Professional Photographers. KODAK PROFESSIONAL PORTRA 800 Film was improved in the first quarter and now a new generation of KODAK PROFESSIONAL PORTRA 160- and 400-speed Films have been reengineered to deliver significantly finer grain while maintaining superb skin tone reproduction.

All the new films feature the following technical advancements:

- **New Micro-Structure Optimized T-GRAIN Emulsion**

Significant improvements in KODAK T-GRAIN® Emulsion technology combined with the use of advanced development accelerators and antenna dye spectral sensitization, provide reduced granularity for smoother optical prints and enhanced scanning performance while maintaining the true-to-speed rating of PORTRA Films.

- **Advanced Development Accelerators**

These proprietary compounds increase the speed of Kodak's silver-halide emulsions without adding grain or degrading image sharpness. They allow the latent image site on the exposed silver-halide grains to be more easily detected during the development process, resulting in better overall imaging efficiency.

- **Antenna Dye Sensitization (400 and 800 speed)**

Silver-halide crystals have an inherent sensitivity to blue and ultraviolet light. They are made sensitive to other wavelengths of light by adding organic dyes, which adsorb to the surface of the crystals. Antenna dye sensitization binds a second layer of dye to the original sensitizing dye layer. The energy absorbed in the outer layer is efficiently transferred to the dye at the surface of the silver halide. This enhanced light absorption increases the photographic sensitivity of the crystals, resulting in improved overall imaging efficiency in PORTRA 400- and 800-speed Films.

What are the benefits of this new generation of PORTRA Films?

For years, professional photographers have preferred KODAK PROFESSIONAL PORTRA Films for their consistently smooth, natural reproduction of the full range of skin tones. Thanks to the aforementioned technical advancements, PORTRA Films now deliver even finer grain at all speeds for improved scanning performance and greater enlargement capability.

Are there any differences in contrast and saturation compared to the current PORTRA 160- and 400-speed Films?

PORTRA 160NC and PORTRA 400NC Films have the same contrast and color saturation as the previous generation.

The contrast of the new PORTRA 160VC and PORTRA 400VC Films has been lowered and the color saturation has been increased (via interlayer interimage effects). The result is a more ideal combination of these two features, for optimal performance in applications where enhanced color saturation is desired.

Why did you improve PORTRA Films?

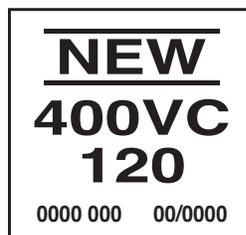
We've said that we will support both digital and film users. Film is our heritage, and there are many photographers, particularly professional photographers, who still prefer to work with film, shooting either exclusively with film or in addition to digital capture. Film users represent a market we will continue to serve, and these new PORTRA Films demonstrate our commitment to providing professional photographers with the very best tools available.

How can I tell if I have the newest generation of PORTRA 160- and 400-speed Films?

- New packaging materials (cartons will have a callout)

**NOW WITH FINER GRAIN!
GRAIN FIN DÉSORMAIS DISPONIBLE!
JETZT MIT NOCH FEINEREM KORN!
¡AHORA CON GRANO MÁS FINO!
ORA CON GRANA PIU' FINE!**

- The 120/220 foil hot stamp makes it easy to identify the new film - example:



QUESTIONS & ANSWERS

How can I tell if I have the newest generation of film? (Continued)

- The edgeprints of the new films will be updated as follows:

Current PORTRA Film Edgeprint:	New Edgeprint:
■ ■ KODAK 160NC ■ ■	KODAK 160NC-2
■ ■ KODAK 160VC ■ ■	KODAK 160VC-2
□ □ KODAK 400NC □ □	KODAK 400NC-2
□ □ KODAK 400VC □ □	KODAK 400VC-2

When will the new 160- and 400-speed film be available?

New generation PORTRA Films will be available worldwide on a stock-turnover basis beginning in Q4 2006.

Will CAT Numbers change?

No.

What sizes?

- PORTRA 160NC, 400NC, and 400VC Films are available in 35 mm, 120, 220, and sheet sizes.
- PORTRA 160VC Film is available in 35 mm, 120, 220, and sheet sizes. Also in KODAK PROFESSIONAL READYLOAD Packets.
- PORTRA 800 Film is available in 35 mm, 120, and 220 sizes.

Do I need to do anything different to print or scan these new PORTRA Films?

No. The new films are designed to be printing and scanning compatible with the existing family of PORTRA Films.

What will happen to KODAK PROFESSIONAL PORTRA 100T Film?

Due to declining volumes, KODAK PROFESSIONAL PORTRA 100T Film will be dropped from the portfolio by year-end 2006 as supplies run out. For applications requiring tungsten balance, we suggest using one of the other PORTRA Films with appropriate filtration. Please refer to the following table:

Light Source	KODAK WRATTEN Gelatin Filter[a]	EI Speed		
		160NC and 160VC Films	400NC and 400VC Films	800 Film
Photolamp (3400 K)	No. 80B	50	125	250
Tungsten (3200 K)	No. 80A	40	100	200

[a] For best results without special printing.