



ZINK Imaging and Polaroid Corporation Announce Partnership

*Partnership to develop range of digital printing products
based on ZINK™ Zero Ink™ Technology*

Waltham MA., January 7, 2008 – ZINK Imaging and Polaroid Corporation today publicly announced their collaboration on the development of a new family of printing products that leverage ZINK Imaging's ink-free printing technology.

The first Polaroid-branded ZINK™-enabled product is a pocket-sized mobile printer that produces borderless full color 2"x3" peel-and-stick ZINK photos from digital cameras and camera phones. The Polaroid Digital Instant Mobile Photo Printer enables customers to take printing on the go, creating tangible pictures as soon as an image is captured – in less than a minute. The Polaroid Digital Instant Mobile Photo Printer will be available in the first half of 2008. As part of the partnership, Polaroid has plans for numerous additional products using ZINK Technology.

In a separate announcement released today, Polaroid publicly announced the award-winning Polaroid Digital Instant Mobile Photo Printer. The Digital Instant Mobile Photo Printer debuts today at the Consumer Electronics Show and can be seen at the Polaroid booth - Central Hall, Booth #13164.

ZINK Technology provides Polaroid with a platform from which it will launch a new generation of printers that are compact, easy-to-use, and earth-friendly. Powering these ZINK-enabled products is the ZINK Paper™. The patented ZINK Paper is an advanced composite material with embedded yellow, magenta and cyan dye crystals. The ZINK-enabled printer uses heat to activate and colorize these crystals. The printing process is now radically simple. Just add paper™ and print.

The pioneer of many technology firsts, Polaroid designs a variety of consumer electronics products, including instant cameras and film, digital cameras, digital picture frames, LCD TVs, and portable DVD players. Staying true to its 70-year heritage of visual innovation, Polaroid continues to help consumers share their memories, but in new ways.

"ZINK Imaging has invented a disruptive new technology that will enable an entirely new class of printing and digital imaging products," said Jon Pollock, vice-president and general manager, Digital Imaging for Polaroid. "Our partnership with ZINK Imaging will enable us to recreate the magic of Polaroid instant photos in a digital format that will revolutionize the digital imaging industry."

"Polaroid, one of the most well-known names in consumer electronics and digital imaging, was a clear fit for ZINK Imaging as a partner," said Wendy Caswell, president and CEO ZINK Imaging. "Through this partnership, we are delivering on our promise to provide a revolutionary and magical digital printing experience to consumers."

About ZINK Imaging

ZINK Imaging Inc., a privately held company, was founded to enable millions of customers to enjoy the magic of ZINK™ Zero Ink™ products. Invented by ZINK Imaging, ZINK Technology and the award-winning ZINK Paper™ provide a revolutionary technology platform for ink-free digital printing products. ZINK

Imaging's headquarters and research and development labs are in Massachusetts, with a state of the art manufacturing facility in Whitsett, North Carolina. For more information, please visit www.ZINK.com.

The ZINK Technology and ZINK trademarks are owned by ZINK Imaging, Inc.

About Polaroid

Polaroid, the company that pioneered instant photography, has become a leading consumer electronics brand. Building on its 70-year heritage of visual innovation, Polaroid is the leading U.S. seller of mass market digital cameras and personal DVD players, and ranks among the top five makers of LCD televisions. Through its new line of digital entertainment products, Polaroid helps consumers capture, share, and enjoy their memories in new ways. Polaroid is a company of Petters Group Worldwide. Learn more at www.polaroid.com.

"Polaroid" and "Polaroid and Pixel" are trademarks of Polaroid Corporation.

Contacts:

Deanna Clarence
ZINK Imaging
781.386.4702
deanna.clarance@ZINK.com

Jessica Sutera
Lois Paul & Partners
781.782.5789
Jessica_sutera@lpp.com

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