

ZINK™ Zero Ink™ Platform Achieves New Milestone of Technology Availability

ZINK Imaging's partner network brings the magic of ink-free printing to consumers with the launch of the recently announced Polaroid PoGo™

Bedford, MA., July 1, 2008 – ZINK Imaging, inventors of the award-winning ZINK™ Zero Ink™ Digital Printing Technology and manufacturers of ZINK Paper™, today announced that Polaroid Corporation, one of ZINK Imaging's brand partners, will make available for sale the first ZINK-enabled device, the Polaroid PoGo™, on July 6, 2008 at Best Buy.

ZINK Technology is the first ink-free printing technology of its kind. This new Zero Ink platform will enable ZINK Imaging's partner network, including Polaroid, to launch a new generation of printing devices. The ability to print without ink allows these devices to be mobile, embeddable, simple to use, easy to maintain, and the most respectful of the planet than any other printing alternative. This fundamentally allows printing to be an integral and valuable part of our digital world.

The Polaroid PoGo™ is the first product built using the ZINK Technology platform from ZINK Imaging. The Polaroid PoGo™ is a pocket-sized digital photo printer that produces full-color, 2" x 3" ZINK photos sent from Bluetooth-enabled cell phones and PictBridge-compatible digital cameras. The Polaroid PoGo™ will be available nationwide on July 6 in Best Buy stores, and also in Target stores on July 20. The device is already for sale in select European countries.

The heart of all 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 ZINK Paper™ and print.

"We at ZINK Imaging are extremely excited with the availability of the Polaroid PoGo™," said Wendy Caswell, President and CEO ZINK Imaging. "Through this partnership, consumers will now be able to experience the magic of ZINK Zero Ink digital printing, allowing printing where it's never before been possible."

ZINK Imaging is actively working with a network of the world's most innovative companies and global brands that will deliver a wide range of ZINK-enabled products to both consumers and businesses.

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

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