



ZINK Imaging builds on 2008 successes with new partners and products at the 2009 International CES

Momentum continues for award-winning ZINK™ Zero Ink™ printing platform

Bedford, MA -- January 8, 2009 – ZINK Imaging, inventors and manufacturers of the award-winning ZINK™ Zero Ink™ digital printing technology and ZINK Paper™, today unveiled at the 2009 International Consumer Electronics Show a new member of its expanding partner network and announced the availability of additional ZINK-enabled products. ZINK Imaging is creating the future of printing with its award winning ink-free technology and a network of the world's most innovative companies and global brands.

"During 2008, we commercialized the ZINK Technology, signed several new partnerships, and attracted significant accolades," said Wendy Caswell, President and CEO, ZINK Imaging. "We are thrilled by the customer reaction to the ZINK-enabled products currently available and are looking forward to continued momentum in 2009."

Partnerships

ZINK today announced Lite-On Technology Corporation as their newest partner, adding to the network of partners it secured in 2008. Lite-On is a multi-billion dollar component and consumer electronics products supplier based in Taiwan. They currently have a vast imaging product line including digital frames, printers, camera phone components, and digital cameras.

ZINK Imaging is working hand-in-hand with Lite-On on the product development and OEM manufacturing of a variety of ZINK-enabled devices for companies looking to deliver innovative printing solutions to their customers. Lite-On's numerous global customers will bring ZINK-enabled devices and ZINK Paper to the marketplace under their respective brands.

Both companies expect the first in an extensive roadmap of ZINK-enabled products to ship in 2009. One of the innovative new products under development is a digital frame with a built-in 4"x6" ZINK printer.

Lite-On joins Alps, Foxconn, Polaroid, and TOMY as members of ZINK Imaging's partner network which is focused on bringing ZINK-enabled products to market worldwide. ZINK will be announcing additional partnerships throughout 2009. <http://www.ZINK.com/meet-the-network>

ZINK™-enabled Products

ZINK Imaging is delivering on its vision through the commercialization of a variety of ZINK-enabled products. The first products launched by the partner network use the 2"x3" ZINK format and are targeted at the mobile entertainment printing market. In 2009, the product portfolio will be expanded to include larger formats and additional embedded devices.

TOMY xiao™ TIP-521 Digital Camera with Built-in ZINK™ Printer

In November, TOMY publicly announced the xiao™ TIP-521 Digital Camera with Built-in ZINK Printer. The xiao™ is an integrated digital camera and printer that allows consumers to capture, view, and immediately print their digital images without ink, anywhere. Photos can now be viewed and shared right away.

The *xiao*[™] (pronounced “sha-oh”) is the culmination of the collaboration between the two companies on the development, branding, and marketing of a new family of printing products that leverage ZINK Imaging’s ZINK Zero Ink[™] printing technology. Founded in Tokyo, Japan, TOMY (known as K.K. Takaratomy in Japan) is a multi-billion dollar company that has a rich eight-decade history of developing and manufacturing a broad portfolio of exciting and educational toys, games, video games and other electronics for consumers of all ages. Known for its innovation, quality and safety, TOMY’s mission is to produce consumer technology that entertains and inspires both children and adults. <http://www.ZINK.com/TOMY-Xiao>

The Polaroid PoGo[™] Instant Digital Camera

In a separate announcement released today, Polaroid publicly announced the availability and details around their newest ZINK-enabled product, the Polaroid PoGo[™] Instant Digital Camera. The product debuts today at the Consumer Electronics Show and can be seen at the Polaroid booth - Central Hall, Booth #13164.

The Polaroid PoGo[™] Instant Digital Camera is a fully-featured digital camera complete with a built-in ZINK photo printer. With an integrated ZINK printer, photo printing becomes as mobile as photo taking for instant enjoyment, anywhere. The Polaroid PoGo[™] Instant Digital Camera features a large 3” bright color LCD, built-in fun borders, and easy one-step printing with a dedicated print button. <http://www.ZINK.com/Polaroid-PoGo-Digital-Camera>

In July, Polaroid’s first ZINK-enabled product, the PoGo[™] Instant Mobile Printer, was made available at retail. The PoGo[™] Mobile Instant Printer has PoGo[™] appeared on many top gadget gifts and holiday gift guides, including the TODAY Show, and is on it’s way to achieving iconic status having been cited in a clue on Jeopardy![®]. <http://www.ZINK.com/PoGo-Mobile-Printer>

ZINK Paper[™] Shipment Milestone

At the heart of all ZINK-enabled products is the patented ZINK Paper, an advanced composite material with embedded yellow, magenta, and cyan dye crystals. These dye crystals, named Amorphochromic[™] crystals, are one of the key fundamental inventions that make Zero Ink printing possible. A ZINK-enabled device uses heat to activate and colorize these crystals. A single sheet of ZINK Paper alone contains more than one billion crystals.

In October, ZINK Imaging announced the achievement of a new corporate milestone – the sale of more than 50 million sheets of ZINK Paper in less than six months to the ZINK Imaging partner network. <http://www.ZINK.com/ZINK-Paper>

ZINK[™] Mobile Extras

In September, ZINK Imaging announced the release of the first in a series of fun and engaging applications for camera phone owners, the ZINK Mobile Extras. These applications are free, easy to use, and make picture taking and printing from mobile devices even more fun. Mobile Extras are the ultimate in simplicity; there is nothing to buy, nothing to download, and nothing to install to use them. Camera phone and other mobile device owners only need to know how to take a photo and how to send an MMS message or an email from their devices. The ZINK Mobile Extras are compatible with the majority of the vast installed base of camera phones and smart phones worldwide. They can even be used with standard email programs on your computer. <http://www.ZINK.com/ZINK-mobile-extras>

Accolades

Throughout 2008, ZINK was recognized by many outstanding organizations and publications for their corporate achievements and technology innovations. Award highlights include:

Stevie Award for Best New Product of the Year: The Stevie Awards for Women in Business bestowed this honor on ZINK Paper™. ZINK Imaging and its CEO were also recognized as finalists for Best New Company of the Year and Best Entrepreneur - Non-Services Businesses - up to 2,500 Employees.

2008 Emerging Innovative Company of the Year: Mass Technology Leadership Council Technology Leadership Award for companies that best exemplify leadership and excellence in business and technology.

Women's Business Magazine Hall of Fame Award in the Startup category: This honor was bestowed on ZINK Imaging President and CEO, Wendy Caswell.

Finalist for the 5th Annual MITX Technology Awards: The MITX "What's Next" Forum & Technology Awards recognize innovative technologies developed in the New England area, as well as the individuals and organizations responsible for driving these advancements.

"Best of What's New 2008": Popular Science Magazine awarded this distinction to the ZINK Technology underlying the Polaroid PoGo™ Mobile Printer.

"Promising Disruptive Technologies": Forbes highlighted ZINK as one of their most promising disruptive technologies in an article by innovation guru Clayton Christensen.

View all ZINK Imaging acknowledgments at <http://www.ZINK.com/ZINK-Awards-Acknowledgements> and ZINK news at <http://www.ZINK.com/news>.

ZINK™ at CES

ZINK Imaging will have a presence at CES to meet with companies interested in joining the ZINK partner network. To schedule an appointment to meet the ZINK team, call Deanna Clarence at 1-781-761-5315. The ZINK Technology in action can also be seen live at the Polaroid booth - Central Hall at booth #13164.

For more information about ZINK Imaging and ZINK-enabled products, please visit their CES Virtual Press Office at <http://virtualpressoffice.com/kit/ZINK>.

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. ZINK Imaging invented, manufactures, and is an OEM supplier of the ZINK Printing Technology and the award winning ZINK Paper™ to partners that will bring ZINK-enabled products to market under their respective brands. 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 Lite-On Technology

Lite-On Technology Corporation (2301.TW) is a leading ODM (Design manufacturer) supplier in Taiwan. The company was founded in 1975 and was the first technology company to be listed on Taiwan Stock Exchange. After thirty years of growth and a 4-in-1 merger, its product portfolio now focuses on consumer electronic, imaging,

enclosure, power supply and LED products. R&D strength coupled with innovative industrial design allows Lite-On Tech to offer customers a wide variety of products and services. For more information please visit www.liteon.com.

About Polaroid

With over 70 years of visual innovation that includes the invention of instant photography, Polaroid has established itself as a leading consumer electronics company. In addition to its flagship line of Polaroid PoGo digital instant products, Polaroid is globally recognized as a trusted brand for LCD TVs, digital cameras, digital photo frames, and more. Learn more at www.Polaroid.com.

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

About TOMY Company, Ltd.

Takara and TOMY merged in 2006, creating a new, global force in toys, children's merchandise and entertainment. The merged company is called TOMY Company, Ltd. in English but in Japanese uses the combined name, K.K. TAKARATOMY. The company manufactures a broad range of products based on its own brands which include TOMICA®, Choro-Q®, Plarail®, Beyblade®, ZOIDs®, Transformers®, Licca®, Cella®, Nohohon-Zoku®, Yatterman®, Tomica Hero Rescue Force®, and TOMY brand baby care products such as baby monitors, carriers etc. TOMY also produces and/or sells a wide variety of toy and game brands under license, such as Thomas & Friends®, Disney®, Kirarin Revolution®, Pokemon®, NARUTO®, The Game of Life®, Monopoly®, and Duel Masters®. More info available at www.takaratomy.co.jp.

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Contacts:

Deanna Clarence
ZINK Imaging
781.761.5315
deanna.clarance@ZINK.com

Kristen Orfanos
Lois Paul & Partners
781.782.5852
Kristen_Orfanos@lpp.com

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