



## ZINK Imaging and TOMY Company, Ltd. delivers first ZINK™-enabled product from partnership

*Partnership delivers the innovative xiao™TIP-521 digital camera with built-in ZINK™ printer.*

**Bedford MA., November 6, 2008** – ZINK Imaging and TOMY Company, Ltd., today publicly announced the availability of the first ZINK™-enabled product resulting from their longstanding partnership - the *xiao™ TIP-521* Digital Camera with Built-in ZINK Printer.

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. The partnership has plans for a number of future ZINK-enabled products.

In a separate announcement released today, TOMY publicly announced the *xiao™ TIP-521* Digital Camera with Built-in ZINK Printer. The *xiao™* is a first of its kind 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. By incorporating the ZINK Technology, TOMY can offer the ground-breaking combination of digital camera and printer in one compact unit. The *xiao™* also features a “retro” design and innovative built-in software to enable a variety of entertaining printing options from templates to borders. The *xiao™ TIP-521* is the newest in TOMY’s series of *xiao™* cameras.

ZINK Technology provides TOMY with a technology platform from which it will launch a new generation of consumer electronics devices 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.

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.

“TOMY has a history of products that stand out from the competition,” said President Kantaro Tomiyama, TOMY Company, Ltd. “ZINK Imaging has invented one of the most unique and game-changing technologies we’ve seen in decades. We are excited to be able to use this technology in the *xiao™* and other products as a way to continue our reputation for pioneering product development that adds fun and entertainment to the market.”

“ZINK Technology turns printing into a magical and fun experience that dovetails perfectly with TOMY’s market goals,” said Wendy Caswell, President & CEO ZINK Imaging. “TOMY’s pioneering spirit, evident in the introduction of the *xiao™*, and

many product achievements make them a perfect partner to develop products based on the new ZINK Technology."

**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](http://www.ZINK.com).

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

**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](http://www.takaratomy.co.jp).

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