



ZINK Imaging and Polaroid Corporation deliver second ZINK™-enabled product from partnership

Partnership delivers the Polaroid PoGo™ Instant Digital Camera
with built-in ZINK™ Printer

Bedford, MA., January 8, 2009 – ZINK Imaging and Polaroid Corporation today unveiled the Polaroid PoGo™ Instant Digital Camera at the 2009 Consumer Electronics Show in Las Vegas. The Polaroid PoGo™ Instant Digital Camera is Polaroid's second ZINK™-enabled product and represents another milestone for ZINK Imaging's partnership business model.

Both the new Polaroid PoGo™ Instant Digital Camera, and Polaroid's first ZINK-enabled product, the PoGo™ Instant Mobile Printer, are the result of the on-going 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.

In a separate announcement released today, Polaroid publicly announced the availability and details around the new 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 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.

The first Polaroid branded ZINK-enabled product, the Polaroid PoGo™ Instant Mobile Printer is a pocket-sized mobile printer that creates ZINK prints wirelessly from a Bluetooth®-enabled camera phone or via USB with a PictBridge-enabled digital camera and is available worldwide. Both PoGo™ products use the same widely available Polaroid-branded ZINK Photo Paper™.

ZINK Technology provides Polaroid with a technology platform from which it will continue to launch a new generation of printing products 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.

"Mobile and easy-to-use, the Polaroid PoGo™ Instant Digital Camera provides a new, innovative way to print and share photos instantly," said Jon Pollock, Vice-President and General Manager, Digital Imaging for Polaroid. "Our partnership with ZINK Imaging is enabling us to recreate the magic of Polaroid instant photos in a digital format."

"We are excited to watch Polaroid launch the second ZINK-enabled product," 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 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 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.

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