For immediate release:

1STEIN and Kodak launch Publisher 2.0

Nov. 20, 2007 - 1STEIN and KODAK first presented the Publisher application on the Photokina in Cologne in 2006. The Publisher, currently in version 2.0, is a DTP application for home and professional users, who want to create versatile and fancy photobooks and calendars from their photo collections and order them online. 1STEIN and Kodak launched their strategic partnership on photobook software in late 2005.

The Publisher 2.0 has a huge set of features and is fully brandable in user interface and functionality. It can be connected to a backend server, which handles and processes the print orders. The complete out-of-the-box photobook solution is called "KODAK NEXPRESS Photobook software" and is sold by KODAK to digital print service providers, photo retailers and photo labs. A typical branding of the Publisher including the KODAK order backend can be tested at http://www.fotobook.co.uk

Features of the Publisher include: photo and text effects, semitransparent backgrounds, autofill pages, richtext editor, photo frames, automatic image enhancement functions, cropping and rotation, automatic red eye removal, customizable page layouts and templates, page validation and PDF export, step-by-step order wizard, online & offline order workflow and CD/DVD burning.

A KODAK pressrelease from Oktober 2006 describes the software as follows: "*The new KODAK NEXPRESS Photobook Software provides print businesses with an easy-to-use, customisable solution for producing and selling photo products such as photo books, cards, calendars, mugs – and more – over the internet. The software will be demonstrated on Kodak's Graphic Communications Group (GCG) stand (140) at the Digital Print World exhibition being held in London from 17-19 October. The end-to-end solution encompasses all the necessary process steps involved in producing photo products, and incorporates a simple re-order process. Different items, such as calendars, postcards and books, are easily managed as one order. Powerful image manipulation functionality within the client software allows consumers to edit, enhance or automatically improve pictures based on the content of the image. Consumers are also able to log in and re-order without having to upload the data again.*"

Pricing and Availability

The Photobook software package including the Publisher is currently available in German, English, French, Spanish and Italian, and further EAMER languages are planned for 2008. The pricing model includes licence and maintenance fees, but does not require users to pay any variable fees per book.

About 1STEIN Corp.

1STEIN (pronounced "Einstein") is dedicated to providing digital camera owners with affordable and professional image organizing and editing software. The product CodedColor PhotoStudio was selected by KODAK to provide image editing algorithms for the Publisher application. 1STEIN's slogan "Your vacation is too short for a bad picture" can be understood as a quest to deliver professional software with excellent service and support, leaving you more time during your vacation to find those

beautiful motives and snapshots, and guiding you in the lifetime preservation of your priceless memories. For more information, please visit www.codedcolor.com

About Eastman Kodak Company

Kodak is the world's foremost imaging innovator, providing leading products and services to the photographic, graphic communications and healthcare markets. With sales of $14.3 billion in 2005, the company is committed to a digitally oriented growth strategy focused on helping people better use meaningful images and information in their life and work. Consumers use Kodak's system of digital and traditional image capture products and services to take, print and share their pictures anytime, anywhere; Businesses effectively communicate with customers worldwide using KODAK solutions for prepress, conventional and digital printing and document imaging; Creative Professionals rely on KODAK technology to uniquely tell their story through moving or still images; and leading Healthcare organizations rely on Kodak's innovative products, services and customized workflow solutions to help improve patient care and maximize efficiency and information sharing within and across their enterprise. More information about Kodak (NYSE: EK) is available at www.kodak.com

1STEIN Contact

Henning Kuersten, +49 8151 5509 199, hkuersten@1stein.com

Kodak Contacts

Beth Hogan Scott, Kodak, +1 203-845-7115, Elizabeth.Hoganscott@kodak.com

Mike Doebler, Eric Mower and Associates, +1 585-389-1868, KodakPR@mower.com