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ADDITIONAL PRODUCT INFORMATION:

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Polaroid Introduces the Polaroid PoGo™ Instant Digital Camera

Digital version of the company's iconic instant camera

LAS VEGAS (January 8, 2009) – Today Polaroid announces the launch of the Polaroid PoGo™ Instant Digital Camera, the first digital camera and instant printer combination available in the U.S. and Europe that is portable enough to take anywhere. With the push of a button, consumers can select from among the digital photos on the camera, crop or edit them and in less than 60 seconds, print full-color, 2x3-inch prints – all with a single device.

“This is the digital version of our traditional instant camera, which consumers have loved since the 70s,” says Jon Pollock, vice president and general manager, Digital Imaging. “With this product, Polaroid will bring the magic of instant photography to a whole new generation. It’s what consumers have told us they want – a fun, easy way to use a digital camera to print photos and share their memories instantly.”

The Polaroid PoGo™ Instant Digital Camera is the second product in the Polaroid PoGo™ family of products. Like the Polaroid PoGo™ Instant Mobile Printer, which hit store shelves in July 2008, the Polaroid PoGo™ Instant Digital Camera uses the same ZINK Photo Paper™ and ZINK™ Zero Ink™ Printing Technology from ZINK Imaging. ZINK™ Zero Ink™ is an ink-free printing technology which replaces ink cartridges or ribbons with ZINK Photo Paper™ – a composite material that has embedded, heat-activated dye crystals. Before printing, ZINK Photo Paper™ appears white like regular photo paper. Once the pictures are printed, they are immediately dry to the touch, durable and smudge and water resistant.

The Polaroid PoGo™ Instant Digital Camera offers a full-feature digital camera with 100 percent inkless printing, 2x3-inch sticky-backed photos with or without fun borders and the advantage of reviewing the captured photos on a three-inch color LCD screen before printing. The instant digital camera measures 4.7-inches wide by 3-inches tall and weighs only 10 ounces.

“Unlike traditional instant film, photos from the Polaroid PoGo™ Instant Digital Camera emerge fully developed,” Pollock says. “While many of our most passionate customers tell us “shaking” a Polaroid photo is part of the fun, with any Polaroid photo, the “shake” is totally optional.”

The Polaroid PoGo™ Instant Digital Camera will be available beginning in March 2009 at major retailers for a suggested retail price of \$199. Ten-packs of ZINK Photo Paper™, which can be used in both the Polaroid PoGo™ Instant Digital Camera and the Polaroid PoGo™ Instant Mobile Printer, retail for \$4.99 and 30-packs for \$12.99, and are widely available at national retailers everywhere.

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About Polaroid

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

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.

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