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SEQUOIA MEDIA GROUP & KODAK SUBSIDIARY QUALEX, INC. SIGN PRODUCT DISTRIBUTION AND SERVICES AGREEMENTS

Kodak's Qualex Labs to offer and fulfill aVinci Experience's themed personalized DVD movies, Instant Photostory Books and Posters.

DRAPER, UT, January 22, 2008 – [Sequoia Media Group, LC](#) and [Qualex Inc.](#), a wholly owned subsidiary of Eastman Kodak Company, announced that they have entered into two agreements, one whereby Qualex will distribute Sequoia's aVinci Experience product line to partner photo-retailers and vertical market sales channels, and one that establishes Qualex as the preferred fulfillment source for [aVinci Experience](#) products offered through select major retailers and online vendors. Sequoia's technology transforms personal digital photographs into professionally produced DVD movies, photostory books and posters.

"As Qualex looks for expanded opportunities in photo processing, innovative technology catches our attention," stated David Glover, V.P. of Product Development at Qualex. "The aVinci Experience technology is a perfect fit for today and future consumers with its quality, ease of use and automation in producing packaged products featuring DVDs, photo books and posters. Qualex is excited to be working with Sequoia to bring to market and produce products created with Sequoia's technology."

"Kodak's Qualex wholesale labs have world-class photo product fulfillment operations and distribution channels," said Ted Paulsen, COO of Sequoia. "Sequoia is privileged to be able to partner with an industry giant like Qualex, and we are honored that Qualex would think enough of our technology to introduce it to Qualex market channels. We believe this partnership will offer new and innovative products to consumers in the photofinishing industry, and will also greatly improve the consumer's choice of quality and affordable solutions."

About Sequoia Media Group, LC

Sequoia, based in Draper, Utah, is revolutionizing the way life events and memories are shared and preserved. Sequoia developed the aVinci® Experience to simplify and automate the process of creating professional-quality multi-media products using

personal photos and videos. Sequoia's patented technology delivers complete, refined products including DVD's, photo books, posters and other products – not a complicated software tool requiring time and training to generate finished products. Sequoia distributes products through leading retailers, photo websites and image service providers. For more information, visit www.sequoiamg.com.

About Qualex Inc. and Eastman Kodak Company: Qualex Inc. is one of the largest wholesale photo finishing companies in the world. Qualex offers print and digital output solutions by operating a large network of commercials labs throughout the United States and Canada. The company is a wholly owned subsidiary of Eastman Kodak Company and is headquartered in Durham, NC. Qualex and Kodak are continuously researching, designing, and implementing innovative output technologies that allow consumers to enjoy their pictures and images in ways never before imagined. More information about Eastman Kodak Company is available at www.kodak.com. Kodak is a trademark of Eastman Kodak Company. 2008.

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