



KODAK CANADA INC.

News Release

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Kodak Canada Launches Next Phase of its eStore Program

Toronto, ON, November, 2003 – Kodak Canada customers can now order all of Kodak’s products and services through 16 participating retailers via the newly designed, fully e-commerce enabled KODAK eStores that customers can access through www.kodak.ca or participating retailer Web sites.

Snapshooters and pros alike can now buy products such as Kodak EasyShare digital cameras and accessories online or order services such as uploading digital images. There are a variety of payment and delivery options which can be completed online, or in-store, whatever the customer’s choice. For example, customers can order online, but pay for and pick-up their purchase in-store. Or customers can order online, pay online and have their purchase delivered to them. In addition, all eStores offer an online photo service that includes image upload and printing. A full list of participating KODAK IMAGE CHECK Program Member Stores and MOTOPHOTO retailers can be found at www.kodak.ca/go/eStoreProgram.

“The KODAK eStore Program has been a real winner for us,” says Brad Morris, General Manager of the Photo Expert store in Delta, BC. “It has dramatically increased our sales of Kodak digital cameras and accessories to our clients who hail from all corners of the province. For every sale made online, we get another sale in-store. Customers start at the Web site and end up at our cash register.”

Kodak Canada entered the e-commerce arena in 1999 with a handful of retailers. To revitalize and host the new and updated KODAK eStores, Kodak Canada recently chose a London, Ontario-based media solutions company, Digital Internet Group (DIG). DIG also provided expert knowledge in the redesign of the storefront and all the back office tools.

For more information on Kodak Canada and its products, you may call the Kodak Information Centre at (416) 766-8233. Ext. 36100 or outside Toronto call toll free at 1-800-465-6325, Ext. 36100 or visit the KODAK Web site at www.kodak.ca.

About Eastman Kodak Company and infoimaging

Kodak is the leader in helping people take, share, print and view images – for memories, for information, for entertainment. The company is a major participant in infoimaging, a \$385 billion industry composed of devices (digital cameras and flat-panel displays), infrastructure (online networks and delivery systems for images) and services & media (software, film and paper enabling people to access, analyze and print images). With sales of \$12.8 billion in 2002, the company comprises several businesses: Health, supplying the healthcare industry with traditional and digital image capture and output products and services; Commercial Printing, offering on-demand color printing and networking publishing systems; Commercial Imaging, offering image capture, output and storage products and services to businesses and government; Display & Components, which designs and manufactures state-of-the-art organic light-emitting diode displays as well as other specialty materials, and delivers optics and imaging sensors to original equipment manufacturers; and Digital & Film Imaging Systems, providing consumers, professionals and cinematographers with digital and traditional products and services.

Digital Internet Group

Digital Internet Group (DIG) designs and develops solutions that successfully transform traditional business practices and processes through the use of Internet technologies including web design, application development, digital signage and CD-ROMs. DIG is one of Canada's leading Internet application development and design companies and was recently named to the Branham Group's "25 Up and Coming Technology Firms of 2003". For more information, visit www.digcanada.com.

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