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KODAK Launches Online Contest Seeking Knockout Moments

*KODAK EASYSHARE All-in-One (AiO) Printers Save Consumers up to 50 Percent on Everything Printed in the Home Compared to Other Comparable Consumer Inkjet Printers.**

ROCHESTER, N.Y. January 31, 2008 – Eastman Kodak Company (NYSE: EK) today announced the launch of the “Pricey Ink -- You're Fired!” Photo Contest. The contest, powered by Brickfish™, the online content marketing platform and inspired by Kodak’s appearance on The Celebrity Apprentice, invites people to submit a photo or video of their favorite “Knockout KODAK Moment” (a treasured personal memory).

“By leveraging our relationship with The Celebrity Apprentice, NASCAR, and now Brickfish, we are encouraging consumers to experience Kodak’s inkjet value proposition first hand,” said Jeff Hayzlett, chief business development officer and vice president of Kodak. “The show and online contest allows us to reach current and potential customers with the ‘no compromise’ message – encouraging consumers to take a stand against high priced ink.”

Kodak will select the winners (based on 50 percent creativity and 50 percent content) for four of the five categories: most artistic photo, best friends & family photo, wackiest photo and most interesting video moment. The most viral entry winner will be determined by the highest viral score. Each of the five category winners will receive a KODAK EASYSHARE 5300 All-in-One Printer autographed by Donald Trump. In addition, Kodak will select the grand prize winner, who will receive a trip to the NASCAR® Sprint Cup Series™ race at Chicagoland Speedway® on July 12, 2008, and a KODAK EASYSHARE 5300 All-In-One Printer autographed by Donald Trump.

“Brickfish is excited to be working with Kodak on the ‘Pricey Ink – You’re Fired’ Photo Contest,” said Hyder Rabbani, vice president of sales and business development for Brickfish. “The company is pushing the envelope on traditional online advertising by educating consumers on its revolutionary value proposition and product portfolio in a fresh and interactive manner.”

The “Pricey Ink -- You're Fired!” Photo Contest ends March 1, 2008 and can be accessed at: <http://www.kodak.com/global/en/corp/apprentice/Contest.html>.

* Savings based on ink costs only for home printing of documents and photos compared to the average ink costs of comparable consumer inkjet printers. Actual results may vary. For more information, visit www.kodak.com/go/inkdata.

About Eastman KODAK Company

Kodak is the world's foremost imaging innovator. With sales of \$10.7 billion in 2006, 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 products and services to take, print and share their pictures anytime, anywhere; Businesses effectively communicate with customer's worldwide using KODAK Solutions for prepress, conventional and digital printing and document imaging; and Creative Professionals rely on KODAK Technology to uniquely tell their story through moving or still images.

More information about Kodak (NYSE: EK) is available at <http://www.kodak.com>

About Brickfish

Brickfish™, the online marketing platform, has created a revolutionary new approach to online marketing that leverages the power of User Generated Content and social media to connect brands with consumers. Brands and agencies use our patent-pending platform to launch online advertising and marketing campaigns that spark the creation of brand-focused UGC, such as blogs, images, video and audio. This content is shared from consumer to consumer via email, IM, and hundreds of social media sites such as MySpace, Facebook, Xanga, and more. Campaign participants are rewarded for creating, voting, reviewing and sharing content, resulting in high-quality brand engagement. The Brickfish platform then tracks consumer interactions with this content and provides detailed analytics on campaign reach, performance and demographics. This results in a powerful viral marketing approach that has proven to be 5 to 10 times more effective than traditional online marketing methods such as display ads or search optimization.

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