



PR CONTACT:  
TrainTracks Inc. (Public Relations  
Communications Firm) Harada  
TEL: 03-5738-4177 / FAX: 03-5738-4178  
E-mail: [pr@traintracks.jp](mailto:pr@traintracks.jp)



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## Summit Global Embarks on New Chapter for Polaroid® Brand in Japan

Summit Global Group to open office in Japan.

**Tokyo, JAPAN** (December 3, 2009) — Summit Global today announced that they have opened a subsidiary in Japan, Summit Global Japan KK. This, along with an exclusive *Polaroid* licensee for several key imaging categories and strategic partnership with PLR IP Holdings, LLC the owner of the *Polaroid* brand gives Summit Global the opportunity to address the Japanese Market in the best possible way.

On June 17, 2009, PLR announced the execution of an exclusive 5-year license agreement with Summit Global Group to design, develop and distribute *Polaroid*-branded digital still cameras, digital video cameras, digital photo frames and *Polaroid PoGo™* mobile products on a world-wide basis. The partnership is expected to generate over \$1.3 billion in retail sales over five years beginning in 2009. Summit Global announced in October their plans to re-launch instant photography. Strategic relationships with Impossible Project and ZINK Imaging have been forged to compliment Summit Global's worldwide activities in support of this re-launch.



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Summit Global held a media event in Tokyo today outlining its plans to enter the Japanese market through its subsidiary Summit Global Japan KK. “With significant marketing effort being applied to instant photography, both with the re-launch of instant film and through product line expansion of the digital formats we will introduce the *Polaroid* Brand to a new generation of consumers and ready them for a lifetime of Polaroid experiences”, says Giovanni Tomaselli, President of Summit Global Japan.

*“Reconnecting consumers to the very soul of the Polaroid brand through the re-launch of instant photography will stimulate growth opportunities to diversify into exciting and relevant new product categories”*, stated Aki Kinjo, CEO of Gordon Brothers Japan KK.

### **ABOUT THE SUMMIT GLOBAL GROUP OF COMPANIES**

The Summit Global Group is a world-wide consortium of leading design, development and distribution firms for imaging products. Headquartered in Salt Lake City, and with offices in New Jersey, Boston, Tokyo and Hong Kong, Summit Global manages the licensing, production and distribution needs for a worldwide clientele. ([www.thesummitglobalgroup.com](http://www.thesummitglobalgroup.com)) Summit Global Japan KK is based in Tokyo Japan with a mandate to deliver a best in class service to the Japanese Marketplace. ([www.thesummitglobalgroup.jp](http://www.thesummitglobalgroup.jp))

### **ABOUT POLAROID®**

Dating back to 1937 Polaroid is one of the most recognized consumer brands in the world. Best known for pioneering polarized lenses and instant photography, the *Polaroid* brand now extends into flat panel televisions, digital photo frames, digital cameras, an innovative line of digital instant products and more. *Polaroid* is registered trademark of PLR IP Holdings, LLC. Now part of a portfolio of iconic brands jointly owned and managed by Gordon Brothers Brands ([www.gordonbrothers.com](http://www.gordonbrothers.com)) and Hilco Consumer Capital ([www.hilco.com](http://www.hilco.com)), Polaroid is leveraging its innovative and pioneering heritage and extending into a full-scale global licensing and marketing company. ([www.polaroid.com](http://www.polaroid.com))