



PR CONTACT:
Bonvivant & Bellavita Hong Kong
Reyna Harilela
reyna.harilela@bvandbv.com
+852 3568 4870
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Polaroid® Brand Ushers in the NEW with the OLD

Summit Global Group settles all the speculation regarding the future of the Polaroid brand in the photographic world.

Hong Kong, CHINA (October 13, 2009) —Following up on the June announcement that Summit Global Group signed an exclusive 5-year license agreement for use of the *Polaroid* Brand in a number of digital imaging categories, Summit Global today announced that they have obtained worldwide rights to distribute instant film also under the *Polaroid* brand. The exclusive license agreement with PLR IP Holdings, LLC, the owners of the *Polaroid* brand, is expected to generate 1.3 billion in retail sales.

With so much speculation in the media recently about *Polaroid* instant photography, Summit Global is proud to announce the re-launch of instant photography. Strategic relationships with Impossible Project and ZINK Imaging have been forged to compliment Summit Global's worldwide activities in order to support this re-launch.

This landmark announcement ushers in the NEW with the OLD and brings back one of the world's most iconic brands and prepares to once again capture the hearts and minds of people all over the world.



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Summit Global held a media event in Hong Kong today outlining its plans to bring back instant photography using traditional analog film to capture not only the people that admire *Polaroid* but to introduce a new generation of consumers to the brand. “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 younger consumers and ready them for a lifetime of Polaroid experiences”, says Giovanni Tomaselli, Managing Director of Summit Global.

Summit Global outlined plans to bring back many of the famous film formats. “This is the beginning of our instant analog directive that will span a family of products and return Polaroid to a relevant industry participant”, stated Mr. Tomaselli.

Summit Global highlighted the exciting ZINK (ZERO INK) Technology from ZINK Imaging with plans to market a full range of instant digital products to the marketplace. Polaroid had already launched the Polaroid PoGo™ Instant Digital Printer, which uses the groundbreaking inkless printing technology that fits in the palm of your hand. Using your mobile phone via Bluetooth or digital camera via USB Cable, you can print photos seamlessly. “The fact that you can unlock all those photos from your mobile phone will be a great boost for instant photography”, says Mr. Tomaselli. The Polaroid “TWO”, the digital version of the traditional camera that produces instant digital photos was also showcased today along with plans to introduce, the Instant Digital Camera that produces 4” X 3” instant digital photos in 2010.



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“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 Scott W. Hardy, President of PLR IP Holdings, LLC.

Summit Global is driven to make the *Polaroid* Brand’s future as exciting as its past – Starting Now!.

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 global clientele. (www.thesummitglobalgroup.com)

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, a full scale global licensing and marketing company. (www.polaroid.com)