

Summary

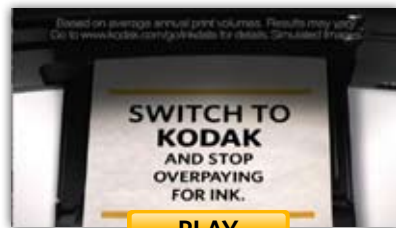
Last year America overspent \$5 billion for Inkjet printer ink. The Kodak "Print and Prosper" campaign is designed to show consumers how to get real value from the products they purchase, when they need it the most.

At www.printandprosper.com, consumers can use the online calculator to determine exactly how much they are personally overpaying for ink.

Video



PLAY



PLAY

Laura Rowley

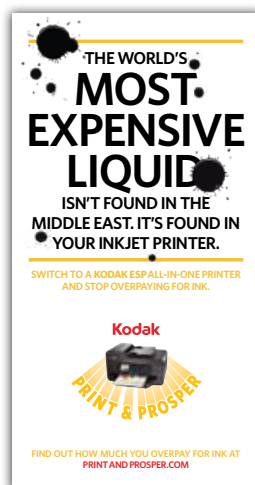


Laura Rowley, Yahoo!

Finance Expert and author of "Money & Happiness", has partnered with Kodak to empower consumers to help with family finances during this tough economic time. She's a successful businesswoman and mom and offers some of her savviest tips, from kickstarting a home business to finding savings in every room in your home.

LAURA'S TIP SHEET

Print Ads



Calculate Your Savings



Press Material

PRESS RELEASE

Contact Info

Jacqueline Mangione

jacqueline.mangione@kodak.com, 585.724.0732

Nancy Carr

nancy.carr@kodak.com, 585.781.9121

Davina Coard

davina.coard@ketchum.com, 646.935.4050