

Dear Customer,

Today (12-12-2012), Kodak is announcing the discontinuance of KODAK EKTACHROME 100D Color Reversal Film 5285/7285. Due to lower sales and limited customer usage, combined with highly complex product formulation and manufacturing processes, it is no longer possible to continue supplying this color reversal film stock to our motion picture customers.

Based on the current sales pace, supplies of the KODAK EKTACHROME 100D Color Reversal Film are expected to be available in the market for the next three to four months; however, inventories may run out before then, depending on demand. Every effort will be made to ensure fair distribution to all customers; therefore, order restrictions may be necessary.

This discontinuance does NOT impact any other Kodak Motion Picture Product.

Over the past many years, customers have shifted from color reversal stocks to color negative products. As a result, we have focused our attention on this more sustainable product line, resulting in advances like the VISION3 family of films. We also continue to manufacture KODAK TRI-X Black and White Reversal Film 7266 if you are specifically looking for a reversal product.

Despite the changes to the color reversal portfolio, we remain committed to the Super 8 format and to the unique look that Kodak film provides. As such, we are adding a new VISION3 color negative product to our Super 8 motion picture film offerings – KODAK VISION3 50D Color Negative Film 7203. The VISION3 50D 16mm and 35mm formats were introduced in 2011 and the product's incredible fine grain and beautiful color saturation will now be available early next year to filmmakers in Super 8.

Kodak continues to make investments in motion picture film. In fact we just recently launched two new asset protection films which offer content owners an affordable option for protecting their creative assets. We are dedicated to bringing the most creative, flexible imaging tools to our motion picture customers

For more information about Kodak's motion picture films, please visit [www.kodak.com/go/motion](http://www.kodak.com/go/motion).

Sincerely,