



**Eastman Kodak Company Selects Simple Star's  
"PhotoShow 2" for Inclusion on KODAK Picture CD**

*Easy to use multimedia software lets consumers get creative with digital images*

**San Francisco, CA (February 26, 2003)** – Simple Star, Inc. announced an agreement today with Eastman Kodak Company in which Kodak will distribute Simple Star's "PhotoShow 2" software in a future release of KODAK Picture CD. Simple Star's PhotoShow 2 enables consumers to easily create, share and experience multimedia photo slide shows using their own photos and music at home.

KODAK Picture CD lets consumers turn film into digital images. Consumers simply bring their film in for processing and check the box on the processing envelope for KODAK Picture CD. Consumers then get prints and negatives as well as a CD that contains their pictures along with software that let's them view, enhance, and print their pictures from their home computer.

"This agreement demonstrates that the need for an easy to use software product like PhotoShow 2 has truly become mainstream. As digital photos become more popular, offering consumers great ways to enjoy and share them becomes increasingly important", said Chad Richard, Chief Executive Officer of Simple Star, Inc.

With PhotoShow 2, creating multimedia entertainment with scanned photos or digital image files has never been easier. A user simply selects their photos, a sound track, transitions and effects and then drag and drop animated clip art and captions to experience their photos like never before. When done, the completed multimedia slide can be viewed online, burned to a CD-ROM, used as a screen saver or even published to the user's own Web site. PhotoShow 2 is compatible with Windows and Macintosh OS operating systems.

"Kodak is always looking to enhance our customer's experience with digital images," said Brian Marks, general manager, Digital Products and Services, and Vice President, Consumer Imaging. "By offering easy-to-use software, like PhotoShow 2, we can now provide an exciting new way for consumers to share their pictures."

**About Eastman Kodak Company and Infoimaging**

Kodak is the leader in helping people take, share, enhance, preserve, print and enjoy pictures for memories, for information, for entertainment. The company is a major participant in "infoimaging" a \$385 billion industry composed of devices (digital cameras and PDAs), infrastructure (online networks and delivery systems for images) and services & media (software, film and paper enabling people to access, analyze and print images). Kodak harnesses its technology, market reach and a host of industry partnerships to provide innovative products and services for customers who need the information-rich content that images contain. The company, with sales last year of \$13.2 billion, is organized into four major businesses: Photography, providing consumers, professionals and cinematographers with digital

and traditional products and services; Commercial Imaging, offering image capture, output and storage products and services to businesses and government; Components, delivering flat-panel displays, optics and sensors to original equipment manufacturers; and Health, supplying the healthcare industry with traditional and digital image capture and output products and services.

**About Simple Star, Inc.**

Simple Star, "The Personal Media Company", develops software products that enable consumers to manage, make and share media in unique and creative ways. Simple Star licenses its software to computer hardware manufacturers, digital imaging companies and online entertainment companies. In addition, Simple Star sells software directly to consumers through publishers who distribute through retail channels and through large online marketers. Simple Star products have been licensed to or sponsored by companies such as: Eastman Kodak Company, Broderbund, Intel, Vivendi Universal, MTV, Shockwave.com, RealNetworks, Ford, MusicMatch, Pacific Digital, and Palm Pictures. To learn more about Simple Star, visit [www.simplestar.com](http://www.simplestar.com)

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