



Mr. William DiPietra
Richmond Productions, Inc

bill@richprod.com

June 21, 2010

Re: Petition Against the Elimination of Kodak Plus-X Film

Dear Mr. DiPietra:

I would like to thank you for the letter sharing your concerns regarding KODAK's decision to discontinue the EASTMAN PLUS-X Negative Films 5231/7231 and KODAK PLUS-X Reversal Film 7265. We appreciate you taking the time to write on a subject that is obviously of great importance to you. We know these discontinuances are disappointing to many of our loyal customers.

This is certainly not a decision we have taken lightly. However, we simply can no longer support the low volumes of the PLUS-X products. Market demand has shifted significantly over the years such that we need to apply a more focused approach to our portfolio of B&W products.

I'm sure you understand that as the Kodak business and the Motion Picture industry has evolved, we've had to manage our product portfolio and our operations as efficiently as possible in order to continue selling the quality products our customers have come to expect from our brand. Kodak continues to support its B&W motion picture portfolio. We offer similar format alternatives with the higher speed EASTMAN Double-X Negative Films 5222/7222 and Kodak TRI-X Reversal Film 7266.

We put tremendous value on our communication with customers, so thank you again for the opportunity for this dialog and for your passion for our products and for filmmaking in general.

Sincerely,

Wayne Martin
General Manager, Image Capture & Distribution Product Groups
Vice President, Entertainment Imaging
Eastman Kodak Company

Eastman Kodak Company
343 State Street
Rochester, NY 14650