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Kodak Integrates PPTshare into its DESIGN2LAUNCH Solutions**Agreement adds Presentation Management module to Kodak's Enterprise Marketing Suite**

ROCHESTER, N.Y., April 16—[Kodak](#) announced today that it has entered into an agreement with [Ontra Presentations](#), LLC, a category leader in presentation management. Under the terms of the deal, Kodak will integrate Ontra's [PPTshare](#) and [PPTshuffle](#) applications into Kodak's DESIGN2LAUNCH Solutions suite. DESIGN2LAUNCH Solutions is a suite of integrated modules designed to enhance productivity and increase speed to market from product conception to final production.

MICROSOFT POWERPOINT presentations have evolved into the primary media for planning, training, marketing and sales. Ontra Presentations provides a range of solutions to help both individual users and large enterprises organize, update, distribute and track presentation content.

By integrating PPTshare, Kodak is not only supporting presentations within brand content management, but also expanding into the next phase of the product lifecycle – from production to training, marketing and sales. In so doing, Kodak is delivering a comprehensive end-to-end marketing solution for brand content management.

“DESIGN2LAUNCH Solutions provide a comprehensive creative lifecycle management system, from a product's inception to sale,” says Alison Malloy Creanza, General Manager, Operations Marketing Workflow Solutions Group, Kodak. “With PPTshare, we can now offer sales presentation management services, which serves as a mission critical element in a product's lifecycle.

“Even though hundreds of people within a company make and send thousands of POWERPOINT presentations, they have often been an afterthought in the marketing communications mix,” said AlexAnndra Ontra, co-founder and president of PPTshare. “Kodak's

DESIGN2LAUNCH Solutions' commitment to PPTshare reaffirms the need for a disciplined approach to creating, distributing and tracking presentations.”

Kodak recently installed the [PPTshuffle](#), a slide library for POWERPOINT, within the DESIGN2LAUNCH Solutions' Visual Asset Manager, for Ethicon Endo-Surgery, a division of Johnson & Johnson. The PPTshuffle allows administrators to share/distribute approved, compliant presentations so that EES end-users can find specific slides quickly and easily. Users can search, preview and then drag and drop slides to create new presentations. It empowers users to find the slide they need, when they need it.

Kodak's Marketing Workflow Solutions offer a powerful workflow solution for content management of Brand and Packaging Assets to maximize efficiency, supply chain and information sharing within and across their enterprise. Simplify the global execution and marketing process by enhancing productivity and increasing speed to market with KODAK DESIGN2LAUNCH Solutions. Kodak's comprehensive products fully integrate planning, analyzing, measuring, designing, executing, and managing Enterprise Marketing with ease. The result is more automation, effectiveness, accountability and efficiency across the entire packaging and marketing supply chain. More information about Kodak's Marketing Workflow Solutions and Enterprise Solutions is available at www.automation.kodak.com.

About Ontra Presentations, LLC

Ontra Presentations, LLC (www.OntraPresentations.com) is a leader in presentation management solutions. Ontra Presentations software services, which include the PPTshare Online Library, PPTshare Desktop Slide Library, PPTshare Enterprise Edition, PPTshare File Compressor and, now the PPTshuffle have helped both individuals and large organizations simplify and manage their presentation and video content, drastically reducing the administrative time it takes to create and distribute presentations. Clients include: Bloomberg, ABC National Television Sales, BET, Showtime, Food Network, HGTV, FINE LIVING, Do-it-Yourself and Great American Country, Comcast, MTI Studios, CBS Interactive and CBS Networks. For more information, visit www.pptshare.com and www.pptshuffle.com

About Kodak

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives.

To learn more, visit <http://www.kodak.com> and follow our blogs and more at <http://www.kodak.com/go/followus>.

More than 70 million people worldwide manage, share and create photo gifts online at KODAK Gallery—join for free today at www.kodakgallery.com

In the graphic communications market, Kodak offers the broadest portfolio of integrated solutions to help customers grow their business. For more information, visit www.graphics.kodak.com. For downloading photos and videos from Kodak's image library, visit www.kodak.com/go/gcgimages.

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