



HAGEMEYER

Hagemeyer to Launch Polaroid PoGo™ Instant Mobile Printer in Australia

KINGSGROVE NSW AUSTRALIA (September 25, 2008) - Hagemeyer, a leading distributor of Polaroid consumer electronics throughout Australia, announced today it is offering Polaroid Corporation's newest product, the *Polaroid PoGo* instant mobile printer, to the Australian market.

Polaroid enjoyed immediate success with consumers and the press in the United States when the *Polaroid PoGo* instant mobile printer launched at several retailers this summer. The company that pioneered instant photography, Polaroid integrated ZINK™ Zero Ink™ Printing Technology from ZINK Imaging in the *Polaroid PoGo* instant mobile printer to deliver digital instant prints in less than 60 seconds.

John Rule, National Sales and Marketing Manager for Polaroid products at Hagemeyer, says the *Polaroid PoGo* instant mobile printer signals the reinvention of instant film. "Polaroid has a long history of making innovative technology accessible to the public. Now with the *Polaroid PoGo* instant mobile printer, Polaroid has proven once again they can deliver relevant products to today's consumer electronics market. I'm particularly excited to watch Australians take to this printer as they historically have with other Polaroid products."

The Polaroid of the 21st Century

Roughly the size of a deck of cards, the *Polaroid PoGo* instant mobile printer provides consumers with real-life solutions to sharing digital images trapped on cell phones and digital cameras. Using a USB or wireless Bluetooth connection, the pocket-sized printer lets you print pictures from your camera cell phone or digital camera, creating full-colour digital photos without the use of a PC, ink cartridges, or ribbons. The 2" x 3" borderless, color images print in less than a minute, and have a peel-off backing giving the user an option to stick the photo in photo books, on books, backpacks, anywhere the moment calls for.

Polaroid PoGo instant mobile printer availability in Australia is expected in the First Quarter of 2009.

###

About Polaroid

Polaroid, the company that pioneered instant photography, is now a leading consumer electronics brand. Building on its 70-year heritage of visual innovation, Polaroid is a leading U.S. seller of mass-market digital cameras and personal DVD players, and ranks among the top five makers of LCD televisions. Through its new line of digital entertainment products, Polaroid helps consumers capture, share, and enjoy their memories in new ways. Polaroid is a company of Petters Group Worldwide. Learn more at www.polaroid.com.

About ZINK Imaging

ZINK Imaging Inc., a privately held company, was founded to enable millions of customers to enjoy the magic of ZINK™ Zero Ink™ products. Invented by ZINK Imaging, ZINK Technology and the award-winning ZINK Paper™ provide a revolutionary technology platform for ink-free digital printing products. ZINK Imaging's headquarters and research and development labs are in Bedford, Massachusetts, USA, with a state of the art manufacturing facility in Whitsett, North Carolina, USA. For more information, please visit www.ZINK.com.

The ZINK™ Technology and ZINK™ trademarks are owned by ZINK Imaging, Inc.

About Hagemeyer Brands Australia (HBA)

Hagemeyer Brands Australia, is the exclusive Australian agent for Polaroid.

Hagemeyer Brand Australia, established in 1946, is a B2B marketer and the 'exclusive' manufacturers representative of leading brand name consumer products from around the globe via dedicated sales and marketing teams to numerous retailers and outlets throughout Australia.

Hagemeyer Brands Australia is part of the Rexel France Company.

FOR MORE INFORMATION:

John Rule
National Sales & Marketing Manager – Polaroid
Hagemeyer Brands Australia
03 8756 7888
rulej@hagemeyer.com.au