
NEWS RELEASE

Further Information:

Kelly Mandarano

Eastman Kodak Company

585-724-0903

kelly.mandarano@kodak.com

Innovation & Material Sciences Institute company honored for its commitment to sustainable materials and climate change

(Rochester, NY, February 14, 2011) – Novomer Inc., a sustainable materials company with a pilot-scale manufacturing facility at Kodak’s Eastman Business Park in Rochester, NY, has won international recognition for pioneering the development of a family of high-performance plastics, polymers and other chemicals from renewable feedstocks such as carbon dioxide (CO₂).

The company, based in Boston, MA, announced it was one of just three companies to receive an Informex USA 2011 “Profiles in Sustainability” award for its commitment to improving sustainability and the environment.

Informex is an international trade show representing hundreds of companies in the high value specialty chemicals category. The show ended last Thursday at the Charlotte Convention Center.

“Addressing the issues that surround climate change requires collective efforts and targeted applications – and we are pleased that our innovations are making a tangible impact today and are well-poised for broader market change,” said Jim Mahoney, CEO of Novomer.

Novomer and Kodak, building upon existing capability and assets in Eastman Business Park, developed a pilot-scale production facility last August, seeking to mass-produce a new generation of plastic drink bottles, films, laminates, food and beverage can linings and other specialty coatings – all recycled from industrial waste materials.

Complementing Novomer’s efforts is a Kodak-led consortium of nationally-renowned thought leaders in the materials science sector, established last year to help guide similar “bench top to prototype” processes.

The Innovation and Material Sciences Institute (IMSI), was formed late last year in part to help facilitate and accelerate the development of innovative, commercially viable products by way of strategic partnerships between start-up companies and established businesses.

-more-

“Many of the business opportunities related to the green economy and renewable materials require the same strong technology foundation that companies like Kodak have developed over the last 100+ years,” said John Bryant, IMSI Executive Director and General Manager, Photo Services, Eastman Kodak Company.

“With IMSI, we will identify where new business ideas intersect with enabling capabilities and infrastructure, and then exploit opportunities where innovation flourishes through collaboration,” Bryant said.

“We have already benefited from the type of joint approach that IMSI represents,” said Ron Valente, PhD, Vice President of Research and Development at Novomer.

“After Novomer secured funding through the U.S. Department of Energy to design, construct and operate a pilot-scale facility, we needed help scaling up those efforts,” Dr. Valente said.

“By partnering with established companies like Kodak, we were able to scale-up our new technology innovation with a much smaller degree of risk and investment,” Dr. Valente said. “IMSI will provide value to many entrepreneurial ventures by promoting and nurturing similar partnership opportunities.”

“Through partnerships such as these, Kodak is finding innovative ways to utilize its asset base to the fullest as its business model continues to evolve,” said William Napoli, Director of Kodak’s Specialty Chemicals Group. “Kodak’s decades of innovation and manufacturing expertise enables us to help customers such as Novomer take the next step on the road to commercialization.”

About Novomer

Novomer (www.novomer.com) is a revolutionary new materials company pioneering a family of low-cost, high-performance, sustainable plastics, polymers and other chemicals. Novomer groundbreaking technologies allows carbon dioxide and other renewable feedstocks to be cost-effectively transformed into polymers, plastics and other chemicals for a wide variety of industrial markets. The company is partnered with equity investors Flagship Ventures, Physic Ventures, OVP Venture Partners, DSM Venturing and KensaGroup, and has received support from the Department of Energy, National Science Foundation and the State of New York.

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. Visit <http://www.kodak.com> or follow us at <http://www.kodak.com/go/followus>.

Additional information about the Innovation and Material Sciences Institute is available online at <http://www.Kodak.com/global/mul/corp/img/IMGIMS.jhtml>.

###