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Funai Electric Co., Ltd.

Representative Director
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(Code No.: 6839 First Section of TSE)

**INTRODUCING THE EASIEST WAY TO SAVE
UP TO 50% ON YOUR INK COSTS**

*Launch of the First KODAK VERITÉ Wireless Inkjet Printer
Will Help People Save On Ink*

LOS ANGELES, CA, June 12, 2015 – Funai Electric, the worldwide licensee for KODAK Consumer and SOHO Inkjet Printers, announced today it is launching its first Kodak-branded product. The KODAK VERITÉ Wireless All-In-One Inkjet printer will be available on shelves this week in the U.S. Funai developed the line of all-in-one inkjet printers to address lingering consumer dissatisfaction with the high cost of ink and cartridges that run out of ink too fast.

“Funai has a long history of manufacturing inkjet and laser printers for recognized brands around the world. The KODAK VERITÉ 55 is the first in a line of new and innovative printing solutions coming from Funai,” said Kiyoshi Chinzei, General Manager, Office Solutions, Funai Electric. The new printer provides an easy way for people to save up to 50% on their printing costs¹. Consumers get the satisfaction of knowing they can save on ink but also the convenience of having extra large (XL) color and black cartridges – that double the print yield - right in the box. The XL cartridges included in the box will print 360 color pages and 400 black pages. This is equivalent to \$50 of value if printed using other leading manufacturer’s ink cartridges.²

The KODAK VERITÉ 55 Wireless Printer offers exceptional ease of use and wireless connectivity for printing, scanning and copying. Scanning and printing from a smart phone or tablet takes a single touch from the KODAK VERITÉ Printer App available on Apple and Android devices. The printer is also NFC compatible for easy connecting and wireless printing and scanning from Android smart phones or tablets.

It features wireless direct and local Wi-Fi connectivity to enable wireless printing from mobile devices through the KODAK VERITÉ Printer App, Apple AirPrint™ and Google Cloud Print™. The KODAK VERITÉ 55 Wireless Printer has a print speed of 10 pages per minute (PPM) for black pages and 4.2 PPM for color. The printer also has a setting for manual two-sided printing. The printer delivers a high standard of print quality and reliability. The printer has been tested and highly recommended by Buyers Laboratory™ and received the Gold Seal for Reliability.

Funai is developing this line of inkjet printers to address the consumer dissatisfaction associated with the high cost of ink cartridges that run out of ink too fast. “We know that people are looking for easy ways to print and scan from mobile devices. We also know that consumers are looking for ways to save on ink costs. The KODAK VERITÉ 55 Wireless Printer will solve both of these needs.” Kiyoshi Chinzei said.

“Kodak has always stood for high quality and ease of use. We are pleased to partner with Funai on this product line to give consumers a solution to the ongoing frustration of paying too much for ink,” said Steven Overman, Kodak’s Chief Marketing Officer.

The KODAK VERITÉ 55 Wireless Printer is available at WalMart for \$79.47. Replacement ink cartridges will be available at WalMart starting at only \$9.97 for a standard fill (200 page yield) black ink cartridge and \$17.97 for a standard fill (180 page yield) color ink cartridge.¹ For those that want to save up to 50% or more on ink costs there will be XL (high yield) cartridges and XXL (extra high yield) cartridges with 2 times and up to 3 times the page yield respectively.¹

1. Up to 50% or more savings claim is based on the cost per page (“CPP”) of replacement KODAK VERITÉ 5 XL or VERITÉ 5 XXL Ink cartridges as compared to the CPP of similarly priced branded cartridges for leading manufacturer’s color inkjet printers less than \$199 USD, market share reported by NPD 2014. CPP is based on manufacturer’s recommended street price and page yield as reported by Gap Intelligence Reports. Actual savings may vary depending on number of pages actually printed per month and content of pages printed. Ink page yield values for color graphics and text document obtained by continuous printing in accordance with ISO/IEC 24711. Actual results may vary.
2. Manufacturer’s Suggested Retail Price (MSRP) of included KODAK VERITÉ XL Black and XL Color cartridges is \$35. A \$50 value when compared to the CPP of other leading manufacturer’s ink cartridges for leading color inkjet printers less than \$199 USD, market share reported by NPD 2014. Manufacturer’s recommended street price and page yield as reported by Gap Intelligence Reports.

About Funai

Funai Electric Co. Ltd, established in 1961, is headquartered in Osaka, Japan and is listed in the Tokyo Securities and Exchange First Section (6839). In addition to the consumer electronics product brands sold by Funai Corporation in the USA and the products sold by other Funai sales and marketing companies in Japan, Asia, Europe, and South America, Funai Electric Company, Ltd. is a major original equipment manufacturer (OEM) and supplier for consumer electronics, computer, and computer peripherals worldwide. For more information on the Funai group, please visit www.funai.jp/en/

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