

## **Starlight to Expand Digital Entertainment Product Category under the *Polaroid*® Brand**

*Polaroid products expected to generate \$500 million in sales over the next six years*

**MINNEAPOLIS – March 24, 2010** – PLR IP Holdings, LLC (PLR), the owner of the *Polaroid* brand, today announced the signing of a five-year licensing agreement with leading consumer electronics manufacturer and distributor, Starlight Marketing Limited (Starlight), a wholly owned subsidiary of Starlight International Holdings Limited, for the US and Canada. Under the terms of the agreement, Starlight will develop a wide range of *Polaroid*-branded consumer electronics including standalone DVD and Blu-ray players, portable DVD players, e-book readers, iPod docking stations and home theater systems. *Polaroid* products from Starlight are initially expected to contribute an estimated \$500 million in sales in the next six years.

Starlight has over 30 years of manufacturing experience, designing high-quality and innovative consumer electronic products for reputable leading importers and retailers. The agreement with Starlight will help provide a wider range of consumer electronics products, expanding the *Polaroid* experience for both existing and new customers.

“We continue to break new ground in introducing simple, fun and real products to existing and new fans of the iconic *Polaroid* brand,” said Scott W. Hardy, president of PLR. “We’re impressed with Starlight’s innovative product mix and R&D team who share our vision to expand into more digital product categories that embody the spirit of *Polaroid*.”

In the past year, PLR has assembled a family of *Polaroid* partners for product development, marketing distribution and licensing. Building upon the rich history, the *Polaroid* partner network will support fans and users of classic products and deliver new products to a new generation of *Polaroid* customers while staying true to the brand’s long-standing values of fun and simplicity.

Consumers can expect to see new *Polaroid*-branded digital entertainment products from Starlight at major retailers in the US and Canada later this year.

**About Starlight International Holdings Limited**

Founded in 1969, Starlight International Holdings Limited is a world leading manufacturer and distributor of consumer electronic products. Its vertically integrated production facility, diversified product mix and strong financial support have enabled it to become one of the most preferred partners of leading mass retailers in the US and Europe. Starlight manufactures audio-visual products that satisfy the different needs of its clients from around the world. The Group has established long term relationships with various world-renowned branded customers, such as Philips, Polaroid, Hitachi and Emerson, and highly reputable mass retailers including Tesco, Asda, Dixons and Argos in Europe, and K Mart, Wal-Mart, Circuit City, Best Buy, Target, and Sears in the US. With an extensive sales network boasting global coverage, the Group serves markets in North and South America, Europe, Asia, and Africa, with major focus in the US and Europe.

**About *Polaroid***

Across several generations, people regard *Polaroid* as one of the most trusted, well-respected and recognized brands when it comes to instant photography. The *Polaroid* brand has been around for more than 70 years starting with polarized sunglasses, which then evolved into instant film, cameras and camera accessories. In recent years, the brand has expanded into flat panel televisions, portable DVD players, digital photo frames, digital HD camcorders, waterproof digital cameras and more. People can expect to see new *Polaroid* products that will deliver the fun, instant gratification and value that the brand has long stood for. *Polaroid* is registered trademark of PLR IP Holdings, LLC. For more information, visit [www.polaroid.com](http://www.polaroid.com).

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