

# Starlight to Manufacture and Market LCD TVs under the Polaroid® Brand

MINNEAPOLIS - (Business Wire) PLR IP Holdings, LLC (PLR), the owner of the *Polaroid* brand, today announced the signing of a 6-year licensing agreement with leading consumer electronics manufacturer and distributor, Starlight Marketing (H.K.) Limited (Starlight), a wholly owned subsidiary of Starlight International Holdings Limited. Under the terms of the agreement, Starlight will develop *Polaroid*-branded flat panel TVs in sizes 12" – 100" for retail in US and Canada. *Polaroid* TV products from Starlight are initially expected to contribute an estimated \$500 million in sales over the term of the agreement.

This announcement with Starlight follows the recently announced partnership with Starlight to manufacture and distribute stand-alone DVD and Blu-ray players, portable DVD players, e-book readers, iPod docking stations and home theater systems. Starlight has over 30 years of experience designing and manufacturing high-quality and innovative consumer electronic products for leading importers and retailers.

In addition, Starlight has appointed former *Polaroid* executives Manuel Madriz and Bill Taylor to lead the sales and marketing efforts for the TV category in the United States. With their ongoing management, consumers and retailers can be assured that new products will continue to deliver on the simplicity and quality for which *Polaroid* has long been known.

“The extended arrangement with Starlight will provide our customers with a comprehensive suite of home entertainment electronics,” said Scott W. Hardy, President of PLR. “*Polaroid*-branded TVs from Starlight will embody sleek design with crystal-clear HD images combined with the value and quality the market demands.”

Consumers can expect to see new *Polaroid*-branded LCD TVs 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, a company incorporated in Bermuda with limited liability, the issue shares of which are listed in the stock Exchange of Hong Kong, is a world leading manufacturer and distributor of consumer electronics

products. Starlight's vertically integrated production capabilities, diversified product mix and strong financial position have enabled it to become a preferred partner to leading mass retailers in the US and Europe. Starlight manufactures audio-visual products that satisfy the varying needs of its clients from around the world. The Group has established long term relationships with various world-renowned brands, such as Philips, Polaroid, Hitachi and Emerson, and leading mass retailers including Tesco, Asda, Dixons and Argos in Europe, and Wal-Mart, Best Buy, Target, and Sears in the US. With an extensive sales network, the Group serves markets in North and South America, Europe, Asia, and Africa, with primary 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 for which the brand has long stood. *Polaroid* is a registered trademark of PLR IP Holdings, LLC. For more information, visit [www.polaroid.com](http://www.polaroid.com).

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