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Polaroid to Launch Polaroid Pixie™, Children's Consumer Electronics Line

Line includes Digital Cameras, Digital Video Cameras

WALTHAM, MA – October 4, 2007 – Polaroid, a leader in family-centric consumer electronics, announced today the launch of Polaroid Pixie, a line of fun, easy-to-use consumer electronics products for children. The launch will initially include digital cameras and digital video cameras, with plans to unveil more products in the future.

“Polaroid Pixie is a line of consumer electronic products for children, with additional features designed to captivate young minds while further developing their creativity,” said Polaroid Director of Product Management, Digital Imaging, Zak Kroschel. “Children will love Polaroid® digital imaging products for their fun, easy-to-use formats. Parents will appreciate the opportunity for kids to learn about the latest technology in a non-threatening, kid-friendly platform.”

Made of durable plastic, the Polaroid Pixie digital cameras and digital video cameras are built to withstand the impact of every day childhood use. With large and easy to push buttons, most children will be able to operate both the digital camera and digital video camera without additional help from their parents. The large LCD screens instantly display the pictures or videos providing instant feedback. And for added fun, the digital camera will include eight built-in games.

Polaroid Pixie branded products will debut at Target stores nationwide in the fall of 2007.

About Polaroid

Polaroid Corporation, a company of Petters Group Worldwide, designs, develops, manufactures and markets a variety of consumer electronics products including LCD TVs, portable DVD players, digital cameras, GPS, instant cameras and film, and more, all of which are marketed worldwide. Polaroid offers retailers a merchandising solution through a full line of products backed with one of the most recognized brand names in the world. For more information, visit www.polaroid.com.

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