

Hold onto holiday memories with ILFORD home printing solutions

ILFORD Discovery Pack and Photo Album Kit create custom-made mementos

Marly, Switzerland, January 12, 2009 – As we ring in the New Year, we are all looking for innovative ways to relive, revive and remember our best moments. From celebrations and graduations to first steps and final New Year's toasts, our 2008 photo opportunities have been endless. ILFORD Discovery Pack and Photo Album kit offer an imaginative means of turning these moments into long lasting mementoes for you to cherish with family and friends.

Armed with a digital camera, PC and printer, inspired amateur photographers can turn digital images into breathtaking portraits, wallet sized prints, or finished photo albums using ILFORD home solutions. The Discovery Pack includes three different papers, to encourage experimentation and obtain a wide array of print results. The Photo Album Kit contains everything you need to create a personalised 2008 memory album, a unique way to jazz up a coffee table and spark a conversation.

Perfectly packaged as standalone gifts, or used to create the ultimate customised present, ILFORD home printing solutions are one way to continue sharing and giving well into the New Year.

To ensure you are able to achieve a stunning variety of colours, such as clear blues and ruby reds, ILFORD includes free ICC profiles (printer settings) adjusted to accommodate your specific paper, printer and ink* choices, allowing you to maximise your home printing results.

ILFORD Discovery Pack:

Designed to awaken the creative genius in each one of us, the ILFORD Discovery Pack includes papers from the Inkjet Photo Paper Range, carefully selected to showcase how various weights and finishes can enhance your final printed product. This pack includes:



- **Premium Plus Glossy 270gsm** – 20 sheets
The reflective coating on this high-end paper is perfect way to provide an added punch to your vibrant images.
- **Premium Photo Glossy 250gsm** – 20 sheets
Designed for everyday photos, this paper grade is recommended for vacation and family snapshots.
- **Premium Plus Pearl 270gsm*** - 10 sheets
The lustre finish on this high-end paper lends itself to luxurious portraits or sharp black and white prints.

*This paper is available free, as part of the Discovery Pack.

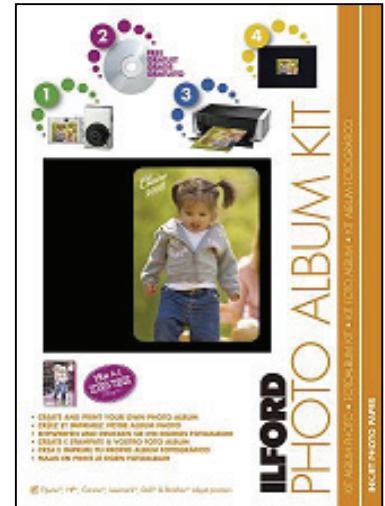
ILFORD Photo Album Kit:

Let your imagination run wild! The Photo Album Kit contains everything you need to turn memories into long lasting keepsakes. Complete with easy to use software and a gallery of page layouts, simply select the pattern and frame you would like and size your images prior to printing.



The kit includes:

- 15 sheets of photo paper;
- One premium quality photo album;
- Free software;
- Easy to follow, step by step instructions.



"Memory making is an important, positive part of life," begins Jane Dixon, Head of Marketing Worldwide, ILFORD Imaging Switzerland GmbH, "and sharing these memories is just as important as making them. We have created a line of home printing solutions to make the most of your memories. By printing photos in the comfort of your own home, and by taking part in this creative process, you bring an added personalised touch to a meaningful moment!"

* ICC Profiles are available for the printers' original inks only.

About ILFORD:

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media for both inkjet printing and colour photographic processes. The ILFORD worldwide Digital Imaging and Colour Photo businesses, including the R&D and manufacturing operations in Switzerland, are owned by Oji Paper, Japan. The ILFORD name is well established in the history of Imaging and today it continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, R&D, technical know-how and manufacturing capabilities.

For more information on ILFORD, please visit www.ilford.com