



November 20, 1986

Mr. Eliot Porter
Route 4, Box 33
Santa Fe, NM 87501

Dear Mr. Porter:

This letter is intended to provide some detail on recent changes in our Dye Transfer personnel and to outline several promotional activities which are in various stages of planning or completion.

First, and possibly of greatest interest to the industry, is the fact that Frank McLaughlin has elected to retire, effective December 1, 1986. I know you join me in wishing him well.

Murray Patton, Coordinator, Markets Development, is responsible for planning and implementing marketing opportunities for Dye Transfer products. He will develop lines of communication with Kodak sales personnel, Dye Transfer laboratories, and potential customers for Dye Transfer prints in the photographic and art fields. He will also give lectures and demonstrations on Dye Transfer to educational and professional groups.

To arrange for assistance from Murray in any of the areas described above, please contact your local TSR or call Murray directly at (716) 724-2540.

In addition to Murray, Dennis Thompson, Dye Transfer Technician, has overall responsibility for the operation and scheduling of activities in the Kodak Office Dye Transfer Lab. He will conduct training classes for TSRs and customers and will be available as a technical resource for TSRs, customers, and our Marketing Technical Services group.

For quite some time, there has been a significantly increased effort in research on Dye Transfer products. This effort will lead to several new products in 1987.

Coupling new products with the following promotional activities and our new personnel alignment should be a solid indication of our commitment and dedication to the Dye Transfer market.

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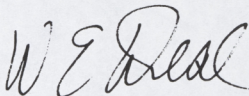
We are including Dye Transfer prints in appropriate exhibits where professional prints are shown. Dye prints were prominently displayed at the last two PP of A National Conventions. The display of six dye prints at Photokina a month ago was a crowd-stopper. Arrangements are being made to create an exhibit of dye prints for exhibition in several prestigious art museums around the country.

In addition, we are discussing with the PP of A the inclusion of a program on Dye Transfer in the curriculum at Winona School of Professional Photography. During this past year, workshops and seminars have been presented to approximately 2,000 professional photographers and students at colleges and universities.

To assist you with your clients, a brochure will be prepared during 1987 which will point out the benefits of using dye prints.

I'm sure you agree that we are on the move, and I'm pleased to highlight our progress.

Sincerely,

A handwritten signature in dark ink, appearing to read "W E Deal". The signature is fluid and cursive, with the first and last names being more prominent than the middle initial.

W. Edwin Deal
Director, Markets Development
Professional Photography Division

WED:cb
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