



PRESS RELEASE

Kodak Renews Sponsorship with the WBCA, Extends Longest-Running Sponsorship In Women's Sports

ATLANTA, Ga. (August 19, 2002) -- The Women's Basketball Coaches Association (WBCA) has renewed its sponsorship with the Eastman Kodak Company (Kodak) for another two years through 2004.

In partnership with the WBCA since the inception of the program, the 2002-2003 Kodak All-America Team will mark the 29th time the company has selected an honor roll for top players at the highest level of Women's Basketball. The WBCA has added its name to the team, which will now be known officially as the Kodak/WBCA All-America Team. The 30 years since Kodak first signed as sponsor of the prestigious team marks the longest running sponsorship in women's college athletics.

"I am ecstatic that Kodak has extended its commitment to the game of Women's Basketball," said WBCA Chief Executive Officer Beth Bass. "The words 'tradition,' 'respect,' 'standard' and 'excellence' come to mind when I hear the Kodak name and the Kodak/WBCA All-America Team mentioned. The quality they represent is not surpassed anywhere in college athletics and perhaps in all of sports."

Under the deal, University of Tennessee Head Women's Basketball Coach Pat Summitt has agreed to speak at Kodak's Consumer Imaging U.S. National Sales & Marketing Meeting in Atlanta on Tuesday, August 20. She will address more than 500 attendees.

Summitt has been Lady Vols head coach for as many years as the Kodak program has existed: 28. In her distinguished career, which includes six NCAA Division I National Championships, Summitt has had 16 players selected to the Kodak/WBCA All-America Team, including two of the five players all-time to be named to the team in each of their four years. Summitt was inducted into the Women's Basketball Hall of Fame in Knoxville, TN, in the inaugural class of 1999. In 2000, her first year of eligibility, Summitt was inducted into the Naismith Memorial Basketball Hall of Fame in Springfield, MA.

Of the 28 previous NCAA Division I Kodak/WBCA All-America Teams, there have been just five players selected in each of their four collegiate careers: Ann Meyers, UCLA (1975-78); Lynette Woodard, University of Kansas (1978-81); Cheryl Miller, USC (1983-86); Chamique Holdsclaw, University of Tennessee (1996-99); and Tamika Catchings, University of Tennessee (1998-2001).

"Pat Summitt may have 788 career coaching victories at Tennessee, an .832 winning percentage and a list of mind-blowing accomplishments too lengthy to name, but

there is no way to calculate what she means to Women's Basketball," said Bass.

The announcement of the 29th Kodak/WBCA All–America Team is scheduled for Monday, April 7, 2003 in Atlanta, the site of the NCAA Division I Women's Final Four and the 22nd annual WBCA National Convention.

ABOUT THE KODAK/WBCA ALL–AMERICA TEAM

The Kodak/WBCA All–America Team is comprised of the top ten players each in NCAA Division I, NCAA Division II, NCAA Division III, NAIA and Junior College/Community College each season. Kodak/WBCA All–America Team honors began in 1975, before Women's Basketball competed in the NCAA. NCAA distinctions for the Kodak/WBCA All–America Team were first made in 1983, when NCAA Division I, NCAA Division III and JC/CC teams were recognized. Also in 1983, the top players in NCAA Division II and NAIA shared Kodak honors on one team. In 1985, NCAA Division II and NAIA specifications were made separately.

ABOUT THE EASTMAN KODAK COMPANY

Kodak is the leader in helping people take, share, enhance, preserve, print and enjoy pictures for memories, for information, for entertainment. The company is a major participant in infoimaging, a \$385 billion industry composed of devices (digital cameras), infrastructure (online networks and delivery systems for images), and services & media (film and paper enabling people to access, analyze and print images). Kodak harnesses its technology, market reach and a host of industry partnerships to provide innovative products and services for customers who need the information–rich content that images contain. The company, with sales last year of \$13.2 billion, is organized into four major businesses: Photography, providing consumers, professionals and cinematographers with digital and traditional products and services; Commercial Imaging, offering image capture, output and storage products and services to businesses and government; Components, delivering flat–panel displays, optics and sensors to original equipment manufacturers, and Health, supplying the healthcare industry with traditional and digital image capture and output products and services.

ABOUT THE WBCA

Founded in 1981, the WBCA promotes women's basketball by unifying coaches at all levels to develop a reputable identity for the sport and to foster and promote the development of the game in all of its aspects as an amateur sport for women and girls. For more information about the WBCA, please visit www.wbca.org.