



PRESS RELEASE

## Legendary Tradition...With a New Swagger

ATLANTA, Ga. (March 31, 2007) -- The Women's Basketball Coaches Association (WBCA) announced today that State Farm® Insurance will become the title sponsor beginning in the 2007–2008 season, succeeding Kodak as the sponsor of the WBCA All–America Team, following the current season.

"We truly appreciate Kodak's 33 years of dedication and support for women's basketball. The name Kodak has been synonymous with excellence, becoming an icon in our sport," said WBCA CEO Beth Bass. "We are proud to carry on the legendary tradition with our new title sponsor, State Farm Insurance."

The Kodak/WBCA All–America Team began in 1975 at the Division I level. All other levels (Division II, Division III, NAIA and JC/CC) were added during the 1982–83 season. Over the years, Kodak has recognized 1,330 outstanding student–athletes. The 33–year stint as the title sponsor was the longest running sponsorship in the history of women's basketball.

"Kodak is proud to have supported the All–America Team in women's collegiate basketball for many years," said Carl E. Gustin, Marketing Officer and Senior Vice President, Eastman Kodak Company. "As we move forward, we're pleased to see State Farm Insurance Company step in to continue supporting this endeavor, which recognizes athletic and academic leadership among collegiate women."

State Farm, currently the title sponsor of The State Farm Wade Trophy and The State Farm/WBCA Players of the Year, will assume the role as title sponsor of the All–America Team during the 2007–2008 season. The name of the team will officially be the "State Farm Coaches' All–America Team".

"The Kodak All–America Team has signified true excellence in women's basketball for many years", said Jack North, Senior Executive Vice President of State Farm. "State Farm has a long history of supporting women's athletics and we are honored to carry on this tradition and recognize these very talented student–athletes".

### About Eastman Kodak Company

Kodak is the world's foremost imaging innovator. With sales of \$13.3 billion in 2006, the company is committed to a digitally oriented growth strategy focused on helping people better use meaningful images and information in their life and work. Consumers use Kodak's system of digital and traditional products and services to take, print and share their pictures anytime, anywhere; Businesses effectively communicate with customers worldwide using Kodak solutions for prepress, conventional and digital printing and document imaging; Creative Professionals rely

on Kodak technology to uniquely tell their story through moving or still images; and leading Healthcare organizations rely on Kodak's innovative products, services and customized workflow solutions to help improve patient care and maximize efficiency and information sharing within and across their enterprise. More information about Kodak (NYSE: EK) is available at [www.kodak.com](http://www.kodak.com).

#### About State Farm

State Farm® insures more cars than any other insurer in North America and is the leading U.S. home insurer. State Farm's 17,000 agents and 68,000 employees serve over 75 million auto, fire, life and health policies in the United States and Canada, and more than 1.6 million bank accounts. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No.22 on the Fortune 500 list of largest companies. For more information, please visit [statefarm.com](http://statefarm.com)® or in Canada [statefarm.ca](http://statefarm.ca)™.