

FOR IMMEDIATE RELEASE:

World-Renowned Presidential Photographers Team Up with All Americans to Produce Official Obama Inaugural Photo Book Project

Inaugural Photo Book Project to Include Work from Elite Photographers and – for the first time ever – Images Submitted Online by Americans Celebrating Obama Inauguration

Sausalito, Calif., January 16, 2009 – Epicenter Communications, an official licensee of the Presidential Inaugural Committee (PIC), today announced details of the official inaugural photography book project, which will commemorate President-elect Barack Obama's upcoming inauguration. The project will include images from some of the world's most influential photographers and – for the first time ever – feature photos submitted online by everyday people documenting their personal celebrations of President-elect Obama's inauguration festivities.

Photos can be submitted starting today at either the book's official site (<http://www.obamaphotobook.com>) or in an inaugural photo site on Photobucket. A selection of photo submissions will be chosen for inclusion in a large-format book, published by Five Ties Publishing, New York, which will be available for purchase nationwide on April 29, 2009 – Obama's 100th day in office.

Also, for the first time, individual amateur photographers will be able to send in their photographs and create their own customizable print-on-demand inaugural album using Kodak imaging and printing technologies – creating a truly personal memento of a “people's inaugural.”

“Pictures speak a universal language. They offer myriad of ways to bond deeply and strengthen relationships. Kodak is proud to lend our online imaging and printing technologies to this historic celebration,” remarked Jeffrey Hayzlett Chief Marketing Officer, Eastman Kodak Company.

“The election of Barack Obama showed the power of the individual voice in this digital age,” said Matthew Naythons, president of Epicenter Communications. “This is truly the people's inauguration, and with this outreach to the public to submit their own photos and experiences, it will be the most inclusive Official Inaugural Book and Album ever created.”

In addition to user-submitted images, the commemorative works will include images from an elite team of award-winning photojournalists led by David Hume Kennerly, a Pulitzer Prize® winner who served as official photographer for the Ford White House, and Bob McNeely, who served as President Clinton's official photographer.

McNeely and Kennerly, who also serve as co-producers of the book project, will post daily behind-the-scenes photos and commentary from their personal coverage of the President-elect and his family during inaugural week, as will other assigned photographers from the project. These postings will be hosted by Photobucket and can be viewed at <http://www.obamaphotobook.com>, as well as streamed live daily to the Kodak Times Square Digital Billboard.

All online photos will be hosted by Photobucket.com, and will be available for viewing at <http://www.obamaphotobook.com>. In addition, a slideshow widget of the latest photos will be available for embedding on any blog or Web site, allowing bloggers around the world to display the latest inaugural photos in real time.

“We are honored to play an important role in helping the 2009 inaugural photo book project reflect the experiences of everyday Americans as they celebrate Barack Obama’s historic first day in office,” said Alice Lankester, vice president of marketing for Photobucket.

“It is indeed a privilege to publish ‘The Official Barack Obama Inaugural Book’ in commemoration of this historic moment in American history,” said Five Ties publisher Garrett White. “We look forward to including not only the work of seasoned professionals, but to giving voice as well to those from all backgrounds who made Barack Obama the 44th President of the United States.”

Pre-orders and customized orders can be placed starting on the day of the inauguration at www.obamaphotobook.com.

About Epicenter Communications

Epicenter Media and its parent company, Epicenter Communications, are pioneers in online interactive media having launched some of the first consumer online communities on the Internet. Their “Clinton: Portrait of Victory” was the first best-selling book to be accompanied by a CD-ROM. In 1992, Epicenter was tapped by the 52nd Presidential Inaugural Committee to produce the Official Presidential Inaugural Book and went on to create much-treasured books for the next three succeeding presidential inaugurations. The Epicenter group has produced more than twenty prestigious books of photography. Leading photojournalists, including David Burnett, David Kennerly, Eddie Adams, Galen Rowell and Mary Ellen Mark, and distinguished writers, including William Styron, Ward Just and Walter Cronkite, have all collaborated on Epicenter projects. For additional info, visit <http://www.epicenter.com>.

About Photobucket

Photobucket is the premier standalone photo and video sharing site, with 45 million unique users around the world linking billions of personal photos, graphics, slideshows and videos daily to hundreds of thousands of Web sites,

including Bebo, Blogger, Craigslist, eBay, Facebook, Friendster, Hi5, MySpace, Orkut, Xanga and many others. In addition to linking content, Photobucket users share their personal digital media by email, instant messaging, and mobile devices. Every day, over 11 million personal photos, graphics and videos are uploaded to Photobucket for sharing with family, friends and the online world. The company actively moderates content to create a safe environment for its users, partners and advertisers. Photobucket has offices in San Francisco, California and Denver, Colorado and is located online at <http://photobucket.com>.

About Kodak

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives. More than 70 million people worldwide manage, share and create photo gifts online at KODAK Gallery. To learn more, visit the newly redesigned <http://www.kodak.com>.

About Five Ties Publishing, New York

Based in Brooklyn, New York, Five Ties Publishing produces high-quality illustrated books on photography, fine art, architecture, and film. "The Official Barack Obama Inaugural Book" will be available in bookstores nationwide in April 2009. Contact: Garrett White, 1-347-529-5077, info@fiveties.com.

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