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FOR IMMEDIATE RELEASE

ILFORD Announces MAC Group as US Distributor for its Full Range of Professional Inkjet Media

Adding to its extensive family of professional photographic products, MAC Group to increase the reach and visibility of ILFORD in the ever-evolving photographic market

Avon, CT & Elmsford, NY – August 1, 2011 – ILFORD Imaging Switzerland GmbH today announced it will be collaborating with MAC Group on the US distribution of its line of professional and consumer inkjet media. Adding ILFORD to its growing family of professional photographic products, MAC Group will now handle nationwide distribution for all ILFORD professional, consumer, and wide-format inkjet media offerings.

For more than 130 years, the ILFORD brand has long been synonymous with professional quality printing materials. As the photography market continues to move from traditional film production to the inkjet-dominated digital landscape, the company has continued to dedicate itself to creating innovative print media to meet these adapting demands. With its own in-house research and development staff, ILFORD leverages its state-of-the-art expertise to ensure its users can create superior prints with the highest-quality image rendition, ideal color accuracy, and long-lasting image permanence to combat the perils of time.

ILFORD will look to leverage the MAC Group's unique market reach to distribute:

- **ILFORD GALERIE Professional Inkjet Photo Range** - The number one choice of professional photographers and high-end amateurs looking for a truly universal product compatible with all high-end inkjet printers in the market.
- **ILFORD GALERIE GRAPHIC** - A line of RC papers, films, vinyls, etc. developed specifically to meet the demands of professional photographers seeking ways to drive incremental revenue by offering a range of additional post-production services that utilize existing hardware.
- **ILFORD OMNIJET Commercial Inkjet Media Range** - Created specifically for wide format commercial printers, this line delivers speed, quality and universal hardware compatibility to meet the needs of the dynamic commercial print-for-pay market.
- **ILFORD Inkjet Photo Paper Range (ICB)** - The ongoing evolution of consumer-level print demands require products, like ILFORD media, that can be used in any inkjet photo printer on the market and easily enable users to achieve superior prints.
- **ILFORD COLOR PRODUCTS** - This chemically processed media line up, includes ILFOCOLOR, designed for display-quality photo reproductions such as pop-up displays, posters and banners, etc., and ILFOCHROME, which utilizes proven ILFORD silver dye bleach chemistry, to optimizes analogue and digital laser enlargement for displays or backlit deliverables.

"At ILFORD, we dedicate ourselves to exceeding customer demands and we strive to manufacture inkjet media that can make our customers' images come to life; we feel we have found a distribution partner in the MAC Group which can match our dedication to these customers," said Tim Maher, President of ILFORD America Inc. "MAC Group's

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unique specialty in reaching the professional photographic markets will help ILFORD access new distribution channels and ultimately expand the retail availability of our inkjet media."

For the past 23 years, MAC Group has sought to provide photographers, videographers, students and educators with the world's finest image making tools. The addition of ILFORD to its growing family of brands not only helps it further this initiative, but also brings a new and exciting dimension to its collection of brands.

"In recent years, the exponential growth of digital photography has required photographers to focus more on their individual imaging workflow, often causing them to stray away from in-studio printing", said Joshua M. Fischer, MAC Group Product Marketing Manager for the ILFORD brand. "Our goal is to help reverse that trend by expanding the audience for ILFORD media and empowering photographers with the skills necessary to create truly magical prints from their homes or studios."

Pricing and Availability

The ILFORD product line will be available in August 2011 through authorized MAC Group dealers in the United States. For more information about ILFORD and their collection of paper products, including ICC Profiles and product descriptions, please visit: http://www.ilford.com

About ILFORD

Founded in 1879, ILFORD is a leading player in the development and manufacture of photo quality media and other consumables for both inkjet printing and color photographic processes. The worldwide digital imaging and color photographic businesses, which include R&D and manufacturing operations in Switzerland, are owned by Paradigm Global Partners LLP. ILFORD hosts its U.S. sales operations from its offices in Avon, CT.

The ILFORD name is well established in the history of imaging and today continues to be associated with cutting edge technology thanks to its strong links to the photo imaging marketplace, research and development, technical know-how and manufacturing capabilities. For more information on ILFORD, please visit http://www.ilford.com

About MAC Group

MAC Group is a sales and marketing company dedicated to supplying photographers, videographers, educators and students with the world's finest image-making tools. In addition to the brands it represents in the USA, MAC Group designs and distributes Tenba and Induro products internationally. For more information on the MAC Group, please visit: http://www.MACgroupUS.com