



## Contact:

Jim Blamphin  
Eastman Kodak Company (585) 724-  
5036  
[james.blamphin@kodak.com](mailto:james.blamphin@kodak.com)

Joel Levin  
CA Climate Action Registry  
213.891.6927  
[jlevin@climateresistry.org](mailto:jlevin@climateresistry.org)



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**KODAK JOINS CALIFORNIA CLIMATE ACTION REGISTRY;  
WILL MEASURE AND REPORT GREENHOUSE GAS EMISSIONS**

ROCHESTER, NY and LOS ANGELES, Oct. 19 – Eastman Kodak Company and the California Climate Action Registry today announced that Kodak has joined a key group of environmental leaders as a member of the California Climate Action Registry, a non-profit organization recognized as a standard setter for tracking and reporting greenhouse gas (GHG) emissions. As a participant in the Registry, Kodak will voluntarily measure and report its worldwide GHG emissions on an annual basis.

The Registry, created by California statute in 2001, helps companies and organizations establish GHG emissions baselines against which any future GHG emission reduction requirements may be applied. The results are certified by independent organizations to ensure accuracy, and the State of California will work to ensure that participants receive appropriate consideration in any future state, federal, or international regulatory scheme governing greenhouse gas emissions.

“Kodak has a longstanding commitment to environmental improvement,” said R. Hays Bell, PhD, Director, Health, Safety & Environment, and Vice President. “It is fundamental to Kodak’s value of continuous improvement. And climate change is no different. We must continually look for ways to more efficiently design and operate our facilities. Joining the California Climate Action Registry represents another step for us in holding ourselves accountable for further progress.”

By joining the Registry, Kodak is recognizing the growing concern about global climate change and the role corporations can play in minimizing the impacts of human activity in this regard.

Measuring GHG emissions is not new to Kodak. In 1999, the company established its first set of rigorous worldwide environmental goals designed to meet three key objectives, one of which was a greater reduction in emissions. In the last five years, Kodak has reduced its CO<sub>2</sub> emissions by 17 percent. Earlier this year, a new goal to reduce worldwide CO<sub>2</sub> emissions by an additional 10 percent was announced.

“Kodak has been tracking greenhouse gas emissions for years, but now they see the added value of certifying their GHG reductions in a credible, rigorous, and transparent registry,” said Diane Wittenberg, president of the California Climate Action Registry. “We anticipate that their leadership on this issue will act as a signal for other multinational

corporations to think about greenhouse gas management as a strategic business decision.”

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Eastman Kodak Company 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 and PDAs), infrastructure (online networks and delivery systems for images) and services and media (software, film, and paper enabling people to access, analyze, and print images). Kodak employs approximately 64,000 people, with 35,000 in the U.S. With major manufacturing plants in the U.S., Canada, Mexico, Brazil, England, France, Germany, and China, Kodak markets a wide range of imaging products in nearly every country in the world.

[www.kodak.com](http://www.kodak.com)

The California Climate Action Registry is a non-profit public/private partnership that serves as a voluntary greenhouse gas (GHG) registry to protect, encourage, and promote early actions to reduce GHG emissions. Over 40 major companies, cities, government agencies and NGOs measure and publicly report their GHG emissions through the Registry.

[www.climateregistry.org](http://www.climateregistry.org)