



NEWS RELEASE

For More Information:

Wendy Lee, Seedonk
wlee@seedonk.com

**SEEDONK ANNOUNCES KODAK BRAND LICENSING AGREEMENT
TO EMPOWER VIDEO CARE MONITORING**

*Company to introduce a new series of consumer technology products
for staying connected with children, family, pets and home*

FREMONT, CA, December 18, 2014 – Seedonk Inc., a leading provider of cloud-based vision-as-a-service for video care monitoring, today announced that it has signed a KODAK brand licensing agreement. Under the terms of the agreement, Seedonk will introduce a new series of consumer technology products to empower video care monitoring for a new generation of mobile-centric consumers.

“Seedonk was founded on the aspiration to help people care for and tend to what matters most,” said Herman Yau, Seedonk co-founder and CEO. “We’re thrilled to partner with one of the world’s most trusted brands and now have this incredible opportunity to make the same profound impact on others as the KODAK brand has made on so many peoples’ lives over the past century.”

The new products for video care monitoring are designed to help today’s digital consumers stay connected with their children, families, pets and homes. The addition of Seedonk’s cloud-based service provides additional ease-of-mind with anytime, anywhere access, empowering consumers to check on loved ones from the convenience of their iOS and Android smartphones, tablets and PCs.

One of the first products in the series – the KODAK Baby Monitoring System, available in early 2015 – reimagines the baby monitoring application around the connected home. Marrying unparalleled design and function, the modularized, expandable system meets the growing needs of modern parents by combining a portable USB HD Wi-Fi camera, intelligent notifications, integrated sensor technology and an immersive app experience for local and remote monitoring via the parent unit or mobile device.

The Consumer Electronics Association (CEA) recently selected the KODAK Baby Monitoring System by Seedonk as a 2015 CES Innovation Awards honoree.

--con't--



Seedonk Announces Kodak Brand Licensing Agreement / Page 2

Seedonk will showcase its video care monitoring products in the Kodak booth (#21818) at the 2015 International CES show in Las Vegas on January 6-9, 2015. To schedule a private meeting, contact Wendy Lee at wlee@seedonk.com.

About Seedonk Inc.

Fremont, CA-based Seedonk, Inc. is an award-winning developer of consumer technology products for video care monitoring and a leading provider of cloud-based vision-as-a-service. The company's partners include top retail brands and ISPs worldwide, through which it serves one of the largest installed customer bases in the consumer video monitoring space. For more information, visit www.seedonk.com.

About Kodak

Kodak is a technology company focused on imaging. We provide -- directly and through partnerships with other innovative companies -- hardware, software, consumables and services to customers in graphic arts, commercial print, publishing, packaging, electronic displays, entertainment and commercial films, and consumer products markets. With our world-class R&D capabilities, innovative solutions portfolio and highly trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives. For additional information on Kodak, visit us at kodak.com, follow us on Twitter [@Kodak](https://twitter.com/Kodak), or like us on Facebook at [KodakNow](https://www.facebook.com/KodakNow).

###