

Aprimo Enters into Alliance with Kodak to Extend its Offerings of Comprehensive Marketing Software Solutions

AGREEMENT ALLOWS BOTH COMPANIES TO DELIVER AND INTEGRATE SUITE OF PRODUCTS FOR BRANDED CONTENT

Indianapolis, IN (Vocus/PRWEB) October 13, 2008 -- [Aprimo, Inc.](#), today announced it has entered into an alliance with Kodak's Graphic Communications Group to create a combined product portfolio for seamless, digital process that more tightly integrates brand owners with marketing and service providers.

Combined tools from Aprimo's Enterprise Marketing Management (EMM) software and KODAK Design2Launch Solutions for "Brand Content Management" enhance the relevancy and effectiveness of marketing communications and provide greater consistency and control of customers' brands.

"We welcome the chance to work with Kodak to build out our shared vision of fully digitized multi-channel marketing," said Bill Godfrey, Aprimo CEO. "While print solution vendors focus on specific channels, we see tremendous value in a solution that encompasses e-channels and traditional print where billions of dollars are spent. Our ultimate vision provides a digital workflow that starts with a marketing strategy and budget and ends with an electronic or printed deliverable."

The agreement allows Aprimo to sell select products from the Design2Launch portfolio and Kodak to sell the Aprimo EMM Portfolio. The companies' sales and professional services teams will work collaboratively to deliver and integrate the full suite of products to the marketplace.

"There's a great fit between the technologies, solutions, and services offered by Kodak and Aprimo, and we are confident that by working with them we'll be able to provide solutions that meet every need of marketing groups within corporate enterprises," said Judi Hess, General Manager, Enterprise Solutions Group, Kodak's Graphic Communications Group, Managing Director, Kodak Canada and Vice President, Eastman Kodak Company. "Together, Kodak's and Aprimo's solutions improve 1:1 targeted marketing communications as well as supply chain collaboration, which results in increased efficiency and faster time to market, thereby optimizing the relevancy and quality of branded content."

Corporate marketing professionals now have the ability to create and catalog content and digital assets centrally, while allowing access, personalization, customization, and ordering regionally and remotely in field offices. Key enterprise markets include financial services, manufacturing, consumer packaged goods, pharmaceutical, food and beverage, and automotive.

Kim Collins, Managing Vice President, CRM Agenda Manager: Marketing and Sales Strategies, Processes and Technologies, Gartner, Inc., commented, "With rapid

proliferation of marketing channels, including digital ones, brand management is becoming increasingly complex for marketing organizations. Companies are struggling to become more global in their brand messages but also to provide some localization, customization and personalization capabilities to the field to improve relevancy. By combining marketing execution and brand management capabilities, companies can truly become 'Glocal' regardless of channel."

Design2Launch Solutions is a suite of integrated modules created to save time and money at every step of the asset creation process, from project initiation, collaboration and revision to approval and production. Kodak also brings its expertise and solutions in workflow to help customers produce highly effective marketing materials, managing variable data for targeted communications and color management to deliver consistent brand colors.

The Aprimo Enterprise Marketing Management suite provides a web-based service-orientated architecture that offers the flexibility, configurability and scalability required to handle all the diverse features and functions of a marketing department. It provides tools to process everything from marketing budgets to creative production plans to large customer databases. The modular design delivers a broad range of business functions in Planning & Financial Management, Production Management & Workflow, Brand Content Management, Lead Management, B2B Marketing, and Campaign Management.

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.

To learn more, visit <http://www.kodak.com>, and our blogs: 1000words.kodak.com, PluggedIn.kodak.com, and GrowYourBiz.kodak.com.

Editor's Note: Kodak corporate news releases are now offered via RSS feeds. To subscribe, visit www.kodak.com/go/RSS and look for the RSS symbol. In addition, Kodak podcasts are viewable at www.kodak.com/go/podcasts. Our podcasts may be downloaded for viewing on iTunes, Quicktime, or other PC-based media players. Users may also subscribe to Kodak podcasts via the iTunes application if already installed on your computer. From the iTunes store, type "Kodak podcast" in the search field to view all of our podcast offerings.

For more information about Kodak's Graphic Communications Group, visit www.graphics.kodak.com. For downloading photos and videos from Kodak's image library, visit: <http://graphics.kodak.com/gcgimages>.

ABOUT APRIMO

Aprimo is a leading provider of marketing software and services that enhance the productivity and performance of marketing organizations. Aprimo's integrated suite of applications, Aprimo Enterprise, improves alignment across the Marketing Value Chain (the business processes that connect corporate, brand, field marketing, and external marketing suppliers and agencies) and enables the execution of multi-channel marketing campaigns. Aprimo Enterprise is based on the Enterprise Marketing



Accelerating Marketing Productivity™

Backbone, Aprimo's innovative service oriented architecture (SOA), which eliminates marketing as an island of automation within the enterprise. Aprimo provides solutions primarily to large enterprises and medium-sized businesses worldwide, including companies in the automotive, consumer packaged goods, financial services, life sciences, retail, technology and telecommunications industries. For more information call + 1.317.803.4300 or visit www.aprimo.com.

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