



**MITSUBISHI
PAPER MILLS
LIMITED**
NEWS RELEASE

FOR IMMEDIATE RELEASE

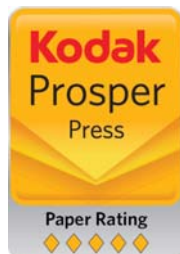
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FOR MORE INFORMATION

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**MITSUBISHI PAPER MILLS (MPM) SWORD iJET GLOSS AWARDED A
5 DIAMOND RATING BY KODAK**

(TOKYO, JAPAN) Mitsubishi Paper Mills (MPM) today announced Kodak has awarded the SWORD iJET Gloss a 5 Diamond rating on the Paper Rating Program for KODAK PROSPER Presses, the highest rating within the Paper Rating Program. Kodak's 5 Diamond rating is awarded to a media that equates to "offset quality" within the rating structure. MPM has collaborated closely with Kodak in the United States as well as in Japan in order to develop a product which meets such a high rating distinction.



SWORD iJET 4.3 Gloss is a premium, glossy media designed to run on today's high speed continuous feed inkjet presses. In many applications, SWORD iJET does not require post printing lamination or liquid UV. SWORD iJET is an FSC certified media that provides excellent ink adhesion, remarkable drying characteristics, universal ink compatibility and a wide color gamut.

"We are very pleased with the performance of SWORD iJET Gloss and its 5 Diamond rating is a testament to the R&D and Manufacturing excellence at Mitsubishi. Their support for our Direct Mail customers using KODAK PROSPER Presses has been outstanding. The Offset Class image quality metrics achieved by this new gloss paper truly makes it a World Class inkjet paper" said Don Burns, Business Development Director for Media at Kodak.

SWORD iJET will initially be available in a basis weight of 127.9gsm in both gloss and matte surfaces. To support the many high speed inkjet applications that require a gloss product, future products with the gloss surface include heavier weights to meet the caliper specifications for mailers, reply cards and other printed products, as well as common market thickness such as 104.7gsm, 157gsm, and 186 gsm.

To learn more about SWORD iJET and Mitsubishi's complete portfolio of premium coated inkjet media for today's high speed color inkjet presses, contact us at mitsubishi_dpm@mpm.co.jp , or visit our website at <http://www.mpm.co.jp/ip/si/>.



High-speed inkjet Glossy media
MITSUBISHI
SWORD iJET

SWORD stands for:
➔ Sharpness • Brilliant Surface • High Glossiness

"i" in iJET stands for:
➔ inks • intelligent • integral

The advertisement features a dark background with a large, stylized, metallic-looking sword graphic. The text is white and silver, providing high contrast. The Mitsubishi logo is in the top left corner.

About MPM

Mitsubishi Paper Mills produces and develops not only printing paper, printing plate materials and printing systems supporting offset and other printing, but also supplies the media for almost all recording formats, such as pressure-sensitive, thermal, magnetic, electrographic, silver halide photography and inkjet paper. Furthermore, we are adding functional materials such as highly functional filters to our operating business, and we are increasing emphasis on research and development in new business areas. With production facilities and R&D sites mainly located in Japan and Germany, and sales sites located in Japan, Germany and the United States, we have adopted a stance suited to access to global markets. Paper plays an essential part of our lives by creating and enriching various aspects of our daily lifestyle. Reading books, sending letters, choosing products from catalogs, reliving memories in family photos... all are important aspects of our lives.

About Kodak

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of images, information, and printing to enrich their lives.

In the graphic communications industry, Kodak serves customers in the printing, publishing, packaging and enterprise markets with intelligent solutions for competitive advantage and greater return on investment. For more information, visit graphics.kodak.com. Follow us on Twitter at twitter.com/kodakidigprint and visit our blog at growyourbiz.kodak.com

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