

## Frost & Sullivan Confers 2008 Global Market Penetration Leadership Award on Carestream Health

LONDON, February 14, 2008 – Frost & Sullivan has awarded the 2008 Global Radiology Information Systems Market Penetration Leadership Award to Carestream Health, Inc., for its steady growth in the Radiology Information Systems (RIS) market. Growth in new markets, exceptional customer, successful product and distribution strategies coupled with new product development, and focused marketing alliances have enabled Carestream to optimise market penetration around the world.

“Carestream Health’s RIS is a highly advanced information system designed to reduce the complexity of radiology administrative operations,” explains *Frost & Sullivan* Research Analyst Ranjit Ravindranathan. “This innovative system supports the automation of radiology, including efficient management of patient data maintenance, order entry and distribution of critical results.”

The KODAK CARESTREAM RIS, part of KODAK CARESTREAM Radiology Solutions, comprises intelligent, cutting-edge technology. Advanced flexibility, ease of use and efficient workflows are the hallmarks of Carestream Health’s powerful RIS solutions. In addition, Carestream Health also has introduced a unique range of application tools and services that benefit end users through improved performance of information and reporting tasks.

The company’s RIS is a flexible system that can be tailored to suit existing workflows. The system features automated order entry, Web communication, multiple site scheduling, monitoring, documentation, integration with PACS, work list management, strategic management decision-support tools and seamless integration with network peripherals, thereby reducing demands on hospitals’ IT staff.

In addition to state-of-the-art technology equipment for radiology systems, Carestream Health also has focused on providing customers with value-added applications and services and the benefits of one-stop-shopping from an established supplier for medical imaging and healthcare IT solutions.

“In addition to offering core healthcare IT solutions, Carestream Health has carved a niche in solutions that resolve common customer issues related to data destruction and loss, retrieval, networking and bandwidth,” adds Ravindranathan. “This facilitates a substantial boost in efficiency levels and underlines the growing appeal of its products among customers across the globe.”

Carestream Health has built a reputation as one of the leading providers of innovative healthcare IT solutions serving tens of thousands of customers in more than 150 countries. The company produces CR, DR, RIS-PACS, CAD, digital output and mammography solutions that deliver greater productivity to hospitals around the world and, ultimately, have helped enhance patient care.

The Frost & Sullivan Award for Market Penetration Leadership Award is presented to the company that has demonstrated excellence in capturing market share within their industry. The recipient has demonstrated strategic excellence in product innovation, marketing, and sales strategies that have resulted in the largest gain in market share over the past 2-3 years.

Frost & Sullivan Best Practices Awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

#### **About Frost & Sullivan**

*Frost & Sullivan*, the Global Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. *Frost & Sullivan* employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about *Frost & Sullivan's* Growth Partnerships, visit <http://www.frost.com>

#### **About Carestream Health Inc**

Carestream Health, Inc., is a leading provider of dental and medical imaging systems and healthcare IT solutions; molecular imaging systems for the life science research and drug discovery/development market segments; and x-ray film and digital x-ray products for the non-destructive testing market. The company was formed in 2007 when Onex Corporation (TSX: OCX.TO) purchased Eastman Kodak Company's Health Group. For more information about Carestream Health, contact your Carestream Health representative or visit [www.carestreamhealth.com](http://www.carestreamhealth.com)

CARESTREAM, DIRECTVIEW and DRYVIEW are trademarks of Carestream Health, Inc.

KODAK is a trademark of Kodak used under license.

#### **Frost & Sullivan Media Contact:**

Anna Anlaft  
PH: +49 (0) 697 703 312  
Email: [anna.anlaft@frost.com](mailto:anna.anlaft@frost.com)

#### **Carestream Health Media Contact:**

Robert Salmon  
PH: 1 (585) 724-7206  
Email: [robert.salmon@carestreamhealth.com](mailto:robert.salmon@carestreamhealth.com)

2008