

PRESS RELEASE

4 JANUARY 2012

FOR IMMEDIATE RELEASE

IMPOSSIBLE AND POLAROID ANNOUNCE THE POLAROID CLASSIC LINE

Impossible and Polaroid Team Up On a New Product Line That Celebrates Polaroid's Past and Analog Instant Photography

ENSCHEDÉ and NEW YORK, Jan. 4., 2012. *Impossible* and *Polaroid* today announced their collaboration with the launch of the *Polaroid Classic* line, a new product line that celebrates *Polaroid's* rich 75 year legacy. The *Polaroid Classic* line will remind and delight *Polaroid* fans new and old of some of the most memorable products and designs in *Polaroid* history that both embrace the past and celebrate the future.

The *Polaroid Classic* line brings together two of the world's most influential voices in instant photography and is the result of a long-time collaboration between *Impossible* and *Polaroid*. The *Polaroid Classic* line draws upon design cues from *Polaroid's* rich 75 year legacy and will initially focus on collector's items from different eras in *Polaroid* history. *Polaroid* and *Impossible* will continue to work on additional items that will be sure to delight all *Polaroid* fans.

"Impossible is proud to carefully develop and produce this new product line together with *Polaroid*," said Florian Kaps, founder of Impossible. "By adding these design classics from the core of *Polaroid* to Impossible's existing endeavors we are celebrating the real spirit of true analog instant photography."

The Polaroid Classic Line

With the *Polaroid Classic* line, *Impossible* and *Polaroid* are teaming up and carefully selecting, producing and globally distributing an assortment of iconic *Polaroid Classic* branded products. Each year, *Impossible* and *Polaroid* will introduce six to ten meticulously chosen items from *Polaroid's* most beloved products.

Available beginning today, the inaugural *Polaroid Classic* line embodies the essence of analog instant photography and includes:

- Original *Polaroid Image* INSTANT FILM: contains two packs of original *Polaroid* Instant Film, for *Polaroid Image* and *Spectra* cameras. Available in a limited quantity, this film is from the last *Spectra* production run in 2008, carefully tested by Impossible. (33 EUR, 28 GBP, 33.99 USD, 3,919 JPY)
- *Polaroid Classic* “Do-It-Yourself” Paper Camera Kits: craft time gets an instant update with paper models of classic *Polaroid* cameras that include faux mini *Polaroid* photos that develop when rubbed and other intricate details. (14.90 EUR, 12 GBP, 19.99 USD, 1,750 JPY)

“The *Polaroid Classic* line is a tribute to the heritage of analog instant photography,” said Scott W. Hardy, *Polaroid's* President. “Together with The Impossible Project, *Polaroid* is thrilled to give both new and old fans products that embrace design elements from yesterday and can be enjoyed in the present.”

Additional *Polaroid Classic* products will be introduced throughout the year. All items will be available on www.the-impossible-project.com, www.polaroid.com as well as in The Impossible Project Spaces in New York, Vienna and Tokyo. Visit www.the-impossible-project.com/polaroidclassic to learn more about the *Polaroid Classic* line.

Impossible and *Polaroid* will also present a series of artist collaborations throughout 2012 in The Impossible Project Space NYC. The first group gallery show INSTANT REVOLUTION will be on display at the Impossible Project Space NYC from February 9 to March 23, 2012. Visit www.theimpossibleproject.com and www.polaroid.com for additional information and updates.

IMPOSSIBLE

About Impossible

Impossible manufactures fresh instant films for traditional Polaroid cameras at the original Polaroid production plant in Enschede (NL). Keeping variety, tangibility and creativity alive, Impossible prevents millions of perfectly functioning Polaroid cameras from becoming obsolete and thus changes the world of photography. www.the-impossible-project.com

The Polaroid Brand

Across several generations, people regard *Polaroid* as one of the most trusted, well respected and recognizable brands when it comes to instant photography. The history of *Polaroid* began 75 years ago, with its roots stemming back to *Polaroid* instant film, cameras and camera accessories – thus was the introduction of the famous *Polaroid Classic Border Logo*. In recent years, *Polaroid* has expanded its range of products in consumer electronics, such as flat-screen TVs, portable DVD players, digital photo frames, digital high-definition camcorders, waterproof digital cameras and more. People can expect to see new *Polaroid* products that will deliver the fun, instant gratification and value that the brand has long stood. For more information, visit www.polaroid.com.

Polaroid, *Polaroid & Pixel*, *Polaroid Classic*, *Polaroid Classic Border Logo*, *Polaroid Image* and *Spectra* are trademarks of PLR IP Holdings, LLC, used under license.

For press inquiries and high-resolution images please contact

IMPOSSIBLE INTERNATIONAL

Marlene Kelnreiter, marlene@the-impossible-project.com, + 43 1 8903190 – 40

IMPOSSIBLE AMERICA

Jonathan Campolo, jon@theimpossibleproject.com, +1 212 219 3254 ext 155

POLAROID

Allison Matthews, AMatthews@webershandwick.com