

Company Brief: Eastman Kodak Company

FACT SHEET

Founded:

1888

Rochester, NY

Headquarters:

343 State Street

Rochester, NY 14650

Telephone: 716-724-4000

Core business:

Developing, manufacturing, and marketing consumer, professional, health and other imaging products and services

Principal stock exchange:

NYSE

Trading symbol:

EK

Independent auditors:

PricewaterhouseCoopers LLP

TEAM ASSIGNMENT

1. Research the company and present your findings to the class. Include a discussion of financial information, products and services, and business strategies.
2. As a group, answer the following questions:
 - a. What did you learn about this company as a result of your research?
 - b. Would you recommend investing in this company? Why or why not?
 - c. If you were a manager for this company, would you implement any changes? If you answered "Yes," describe the changes that you would implement and the reasons for the changes. If you answered "No," provide reasons for your answer.