

EXHIBIT 15



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Weekly Ad
Valid 9/28 - 10/02

Back to: All Digital Cameras / Kodak EasyShare M530 Digital Camera Series



1 of 8

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Reg: \$129.99
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Sharing your life just got simpler. Just press Share.

Picture this—you're letting loose at a trendy hot spot with friends, snapping pictures so amazing you'll want to share them online as soon as you get home. Any other camera would slow you down with tags, sorts, and uploads. But not the new KODAK EASYSHAREM530 Digital Camera. Kodak's Share button allows you to tag pictures directly from your camera for e-mailing, or uploading to YouTube, FACEBOOK, FLICKR and KODAK Gallery sites, plus e-mail too. The real Kodak Moment happens when you share.

- 12.2 megapixels
- 3x optical/5x digital zoom
- 2.7" indoor/outdoor color LCD display
- Just press Share - One-button upload to send (pictures/video) via email or upload to YOUTUBE, FACEBOOK, FLICKR, or KODAK Gallery
- Reduce blur caused by subject movement or fast-action situations
- Kodak's innovative Smart Capture feature automatically identifies the scene and adjusts camera settings for a

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