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## **Bartell Drugs expands offerings of Web-based premium photo products with conversion to KODAK Adaptive Picture Exchange (APEX)**

SEATTLE-- Bartell Drugs introduces new Web-based premium photo products with the completion of a chain-wide conversion to KODAK Adaptive Picture Exchange (APEX). The upgrade at 55 Bartell Drugs locations provides new options for the rapidly-growing number of customers who prefer to create and order products from home via the Web.

The system allows a variety of products to be downloaded and printed at Bartell locations in King, Snohomish and Pierce counties. In addition to prints and enlargements, customers can order double-sided photo books, calendars, customized greeting cards and other products, and pick them up the same day.

"We're constantly looking at ways to meet and exceed customer demand for new and exciting photo products. This provides the pathway for our stores to become same-day, Web-based photo fulfillment centers," said Ron Miller, Bartell Drugs' Senior Vice President of Merchandising.

Miller said the APEX system complements Bartell's initiatives to provide environmentally-friendly products and services to its customers. APEX thermal dry lab systems consume no water and use 70 to 90 percent less energy than the previously-used silver halide "wet lab" technology.

Bartell Drugs has built a reputation for innovation in its photo centers and was among the first drugstore chains in the U.S. to deploy the KODAK Social Connectivity Module. It allows customers to access their photos directly from the kiosk from online sharing sites such as FACEBOOK, the KODAK Gallery, and GOOGLE PICASA Web Albums to create and print premium photo products and KODAK Picture Movie DVDs.

Since it was introduced in 2009, APEX has become a leading thermal dry lab photo processing platform for retailers worldwide. APEX enables retailers to accept, manage and produce premium product orders, including photo books, collages, posters, single-sided and duplex greeting cards, and calendars. The modular, scalable platform offers low cost of operation and low maintenance requirements, requires no costly chemicals and supplies, and has low space requirements for materials storage.

### **About Bartell Drugs:**

Founded in Seattle in 1890, family-owned Bartell Drugs is the oldest drugstore chain in the United States and owns and operates 58 stores in King, Snohomish & Pierce counties. For more information on Bartell Drugs visit <http://www.bartelldrugs.com>.

### **About Kodak:**

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

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