

Polaroid ID Systems Partners with Avon Security for Canadian Distribution

Bringing Polaroid Back to the Canadian Market Exclusively through Avon Security

Fort Wayne, IN — October 1, 2008 — Today Polaroid announced the addition of Avon Security Products (www.avonsecurityproducts.com) to its distribution network. Avon Security will offer Canadian distribution to support the growing demand for Polaroid's innovative and reliable plastic card printers and photo ID software solutions.

As one of Canada's largest distributors of Photo Identification and Visitor Management solutions, Avon will now offer its reseller network unrivalled access to Polaroid's Commercial ID products combined with its own comprehensive services including reseller training, identification expertise, and technical support.

Kevin Freiburger, Sales Director, of Polaroid ID said: "As the Polaroid Digital ID market rapidly develops, our company requires wider distribution and extended reach to meet the increased demand. Avon Security brings that capability to Canada and we look forward to a successful partnership."

Regarding the new partnership, Jeff Sharpe of Avon states: "Polaroid ID's product range and sales support and Avon's services for resellers is a perfect combination. The market for photo identification services and products is growing across Canada, and as Polaroid's exclusive Canadian distributor, we are well positioned to take this technology to market."

About Avon Security

AVON Security Products was established with the idea that a company specializing in photo ID equipment and related supplies could gain a strong position as experts in those fields. We maintain that standard by offering consultative expertise derived from over 40 years in the photo identification industry, responsive delivery, and extremely competitive prices.

For more information, please visit www.avonsecurityproducts.com.

About Polaroid Commercial ID Systems

For years, Polaroid has been the world leader in providing identification systems to hundreds of businesses and organizations. Millions of ID cards are issued every year by using a Polaroid ID system. Polaroid offers ID Software, Printers, Media, Custom Applications, Solutions and Support for all ID programs. Polaroid solutions are used throughout the world for various Identification needs – such as Employee IDs, Student IDs, Law Enforcement Commission Cards, Voter programs, National IDs, and Visitor Management. Polaroid also offers an ID Card Production Service for those seeking to outsource their card production and database management. The bottom line is you can depend on Polaroid ID for your identification needs.

For more information, please visit www.polaroididsystems.com.

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