



Kodak Selects RightNow to Deliver Superior Customer Experiences Across the Web, Social Networks and Contact Centre

Sydney May 10, 2010 Eastman Kodak Company (NYSE: EK) has selected RightNow (NASDAQ: RNOW) as their standard platform for customer service and support across Kodak.com for its business to business operations. Kodak will standardise on the RightNow CX customer experience suite to deliver superior experiences across all customer and partner interaction points, including web, social networks and contact centre.

With RightNow CX, Kodak will provide exceptional web experiences to help customers easily find information online 24x7. Customers and partners around the world will now be able to quickly find answers to questions themselves. Furthermore, RightNow CX has social media functionality to help customers engage with Kodak Service and Support resources on a wide number of topics, including escalation of high priority posts.

In addition, RightNow CX helps Kodak increase support personnel efficiency by providing access to a central, self-learning knowledge foundation to consistently and accurately answer customers questions whether they contact Kodak via telephone, email, or web.

After a thorough evaluation of the customer experience management solutions on the market, it was clear that RightNow CX provides a premium customer experience platform and is the right solution for organisations like Kodak that take customer experience very seriously. We are also excited to tap into RightNow's domain expertise and best practices to help solve our mission critical business to business customer experience goals in the years to come, said Bernadette Lodico, general manager, Kodak service and support, business solutions and services group, Eastman Kodak Company

Greg Gianforte, chief executive officer and founder, RightNow, added, Delivering superior customer experiences is a top priority at Kodak. RightNow looks forward to helping Kodak leverage our best-in-class customer experience solutions to achieve their strategic business goals.

About RightNow

RightNow is helping rid the world of bad experiences one consumer interaction at a time, seven million times a day. RightNow CX, the customer experience suite, helps organisations deliver exceptional customer experiences across the web, social networks and contact centres, all delivered via the cloud. With more than eight billion customer interactions delivered, RightNow is the customer experience fabric for nearly 2000 organisations around the globe. To learn more about RightNow, go to www.rightnow.com

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