

Polaroid Eyewear and RealD Sign Global License Agreement for Polaroid® Premium 3D Eyewear

Ormond Beach, Zürich and Los Angeles, July 29, 2010

Polaroid Eyewear, a division of Stylemark AG, and RealD Inc. (NYSE: RLD), a leading provider of 3D technology for cinema, consumer electronics and professional applications, announced today that they have signed a global license agreement to use the RealD brand in conjunction with the launch of a new generation of curved 3D glasses - Polaroid Premium 3D Eyewear.

Under the terms of the agreement, Polaroid Eyewear will distribute its RealD certified Polaroid Premium 3D Eyewear line to movie theaters and cinemas, opticians and other retail channels through its global network of subsidiaries and distributors. Polaroid Premium 3D Eyewear will be compatible with all RealD 3D enabled movie theatres around the world.

“RealD is excited to partner with a brand like Polaroid that has a heritage in polarizing lens technology,” said Joseph Peixoto, President of Worldwide Cinema at RealD. “Polaroid Premium 3D Eyewear promises a range of custom frames with precisely curved lenses so moviegoers can fully experience RealD 3D with an uncompromising field of vision and a pair of glasses to match their personal style.”

Polaroid Eyewear’s launch collection features a range of appealing designs to satisfy demand from all types of movie-goers. And prescription lens wearers are not forgotten, with a range of premium 3D cover styles that fit comfortably over any optical frame. There is even a junior style for the younger audience to enjoy. The collection has been developed under the umbrella of a full 3D vision marketing concept, supporting an easy-to-handle sales system in movie theatre and cinema lobbies, and professional optical and retail channels and will be available soon. All styles feature Polaroid Eyewear’s unique 3D formed lenses, differentiating the product from standard 3D cinema glasses provided at theatres and similar products currently available on the market. The product is also fully UV-protective so that a consumer can choose to wear the product outdoors without risk of UV damage.

“We are a brand that is all about technical innovation, style and great value for the money” said Andy Suszko, President of Polaroid Eyewear. “This endorsement from RealD recognizes the high quality of our 3D lenses, made possible only by our unique, patented ThermoFusion™ Technology, the same technology used to make our linear polarized lenses for the highly successful sunglass collections we sell worldwide. We are delighted to be associated with RealD and look forward to working closely with them and their other technology partners as 3D pushes into the consumer electronics mainstream.”

For further information on Polaroid Eyewear’s Premium 3D range please contact Jerry Dreifuss, Global Marketing Manager at info@polaroideyewear.com.

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About Polaroid Eyewear

Polaroid Eyewear is a world leader in optics and lens technology, manufacturing high quality polarizing lenses and distributing fashionable polarized sunglasses, optical frames and licensed sunglass brands around the world. Polaroid Eyewear has a worldwide exclusive license for the Polaroid brand with PLR IP Holdings, LLC, the owner of the Polaroid brand. Demand for polarizing eyewear is rising steadily as more and more consumers come to realize the benefits of glare-free vision. Polaroid Eyewear has offices in the US, UK, Switzerland, Italy, Sweden, Russia, China and the Netherlands, as well as a comprehensive network of distribution partners around the globe.

Polaroid Eyewear is part of the global StyleMark group which, additionally to the brand Polaroid, also markets brands such as Hello Kitty, Jones of New York, Disney, Panama Jack and Revlon.

For more information: www.polaroideyewear.com

The licensing agreement between RealD and Polaroid Eyewear heralds the launch of the new Polaroid Premium 3D Eyewear collection giving consumers a superior 3D visual experience.

For more information: www.polaroideyewear.com/3D

About Polaroid

Across several generations, people regard Polaroid as one of the most trusted, well-respected and recognizable brands. The Polaroid story began more than seventy years ago with polarized sunglasses, evolved into instant film, cameras, and camera accessories, as well as a full range of consumer electronics categories. Polaroid and Polaroid Pixel are trademarks of PLR IP Holdings, LLC used under license. For more information about Polaroid: www.Polaroid.com.

About RealD Inc.

RealD is a leading global licensor of 3D technologies. RealD's extensive intellectual property portfolio is used in applications that enable a premium 3D viewing experience in the theater, the home and elsewhere. RealD licenses its RealD Cinema Systems to motion picture exhibitors that show 3D motion pictures and alternative 3D content. RealD also provides its RealD Format, active and passive eyewear and display and gaming technologies to consumer electronics manufacturers and content producers and distributors to enable the delivery and viewing of 3D content on high definition televisions, laptops and other visual displays. RealD's cutting-edge 3D technologies have been used for applications such as piloting the Mars Rover, heads-up displays for military jets and robotic medical procedures. RealD was founded in 2003 and has offices in Beverly Hills, CA; Boulder, CO; London, United Kingdom; and Tokyo, Japan. For more information, please visit our website at www.reald.com.