SPECIAL TO WHEC NEWS

**EASTMAN KODAK CO.**

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*Kodak announces its expansion due to increased demand*

ROCHESTER, NY, September 13 – The Eastman Kodak Company has decided to expand its manufacturing facility to increase its production by 33% due to an increase of demand. With the manufacturing facility already 2.5 million square feet, an employee increase of 20 will be necessary. Also, by expanding the company’s large facility, there will be more room to purchase new machines for production. These new machines will produce more of its previous products because of the increase in demand for more of items by Kodak.

“Although our economy is suffering, our staff is thrilled to have new employees to get the job done. We will become more productive and efficient with more workers assisting throughout the production. Also, with the expansion of the facility, more items will be produced and more analyses of our products will be completed,” exclaimed Antonio Perez, CEO of the Eastman Kodak Company.

A former new employee, Robin Carr, an analytical scientist, stated, “I was surprised to receive this opportunity to join the Kodak team; however, the increase in demand has allowed the company to hire new employees and expand our facility. It really has helped us a lot and I am so glad to be a part of something that many consumers love: technology.”

Lastly, a local official gave their input on the economy in New York. “As we all know the economy in the United States is not doing well but that is not stopping Kodak from hiring new employees to design and create what their consumers want. The employment rate has fallen in the state of New York as well as everywhere else; however, many companies are working their way back to the top slowly by hiring new employees.”

The Eastman Kodak Company manufactures film and equipment along with research and development that pertains to the Kodak product. The purpose of this company, or facility in particular, is to develop and create new products for its consumers. This facility includes many employees, such as scientists, engineers and technicians, each responsible for something different to contribute to a new product in development.

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