

Talk It Up ROCHESTER



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Greater Rochester Enterprise

February/March 2007

GM's Honeoye Falls Researchers Play Pivotal Role in Launch of World's Largest Fuel Cell Vehicle Fleet

General Motors announced that it will launch the world's largest fuel cell vehicle fleet when it recently unveiled its next-generation fuel cell vehicle – the Chevrolet Equinox Fuel Cell.

"General Motors is demonstrating its commitment to hydrogen fuel cells as the answer for reducing our dependence on petroleum," said Larry Burns, GM vice president, research & development and strategic planning. "The Equinox Fuel Cell is powered by GM's most advanced fuel cell propulsion system to date, and demonstrates an important milestone on our pathway to automotive-competitive fuel cell propulsion technology development."

The 400 researchers at GM's Fuel Cell Activities center in Honeoye Falls, just south of Rochester, N.Y., are playing a critical role in the development of the Chevy Equinox Fuel Cell vehicle, which was on display for thousands of car enthusiasts at the Rochester Auto Show, Feb. 28-March 4.

The Equinox Fuel Cell is a fully-functional, 4-passenger crossover vehicle, that is engineered to meet all applicable 2007 U.S. Federal Motor Vehicle Safety Standards, a first for a fuel cell vehicle, and features a long list of safety features including driver, front passenger and head curtain side airbags, four-wheel Anti-Lock disc brakes (ABS) with traction control, StabiliTrak electronic control system, and OnStar, while providing all of the environmental benefits of hydrogen fuel cell technology.

The Project Driveway market test will provide comprehensive insight into all aspects of the customer experience, including reaction to the exciting, smooth and quiet performance of a fuel cell vehicle, and refueling with clean hydrogen gas.

"These learnings will directly influence future fuel cell vehicle generations and ultimate market acceptance," said Ed Peper, Chevrolet general manager. "With Chevrolet being GM's global volume brand, it makes sense that Chevy will lead GM's fuel cell vehicle commercialization charge."

Matthew Fronk, chief engineer of GM's Honeoye Falls facility, said the next-generation power module for the Chevy Equinox Fuel Cell car was developed by GM researchers here in the Rochester Region.

"GM researchers in Honeoye Falls are very proud of the role that we are playing in the launch of the world's largest fuel-cell vehicle fleet," Fronk said. "Our work is critical to GM's overarching goal of taking the automobile out of the environmental debate. But it is also a significant part of what makes New York State — and the Rochester Region, N.Y., specifically — a national leader in the fuel cell industry."

GM is in the process of building more than 100 Chevrolet Equinox Fuel Cell vehicles and will begin placing them with customers in the fall of 2007 as part of a comprehensive deployment plan dubbed "Project Driveway."

GM's Chevy Equinox fuel cell vehicle was recently featured at the Rochester Auto Show and will be part of the largest fleet of fuel cell vehicles in the world, to be launched by GM later this year.



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'Carestream Health, Inc.' Selected As Name For Successor To Kodak's Health Group

That's the name, unveiled recently, for the independent company that will result from the sale of Eastman Kodak Company's Health Group to a subsidiary of Onex Corporation, Toronto, Canada. The multi-billion-dollar sale, expected to close in the first half of 2007, is subject to receipt of regulatory approvals.

After closing, Carestream Health, which will have more than 8,100 employees serving thousands of customers globally, will immediately become a stand-alone company, taking its place among the world's leading medical imaging and healthcare IT businesses.



Robert M. Le Blanc—Chairman of Carestream Health and Managing Director of Onex

"As the Health Group moves toward the end of a long, successful chapter in its history, it now takes a major step toward a new beginning with the introduction of Carestream as its future company name," said Robert M. Le Blanc, Chairman of Carestream Health and Managing

Director of Onex. "We look forward to making Carestream synonymous with quality, efficiency and integrity — hallmarks the Health Group and its proven product portfolio have represented over the decades."

While Carestream Health, Inc., will be the business's name in the United States, the name will vary somewhat by country to reflect local laws and

practices. In the United Kingdom, for example, the business will be known as Carestream Health UK Limited. Additionally, in a few countries—Argentina, Brazil, China and Mexico—the Carestream Health name will not be used initially for regulatory reasons. Regardless of these differences, no change will occur—worldwide—in the use of Carestream as a sub-brand for products and services.

Genesis of Name

The Health Group conducted an aggressive market survey in 2004 on a range of names and naming systems for potential sub-brands within its product family. Through this survey of nearly 600 professionals across the world, including CEOs, CIOs and radiology directors of leading healthcare facilities, Carestream emerged as the name of choice. Respondents felt that "Carestream" signified the Health Group's focus on products enabling "outstanding patient care" and superior "workflow efficiency."

In 2005, the Health Group began using the Carestream name to identify a range of digital medical imaging and IT products. Moving forward, marketing and branding efforts will focus on enhancing the Carestream brand and on building Carestream Health's corporate identity.

About Kodak's Health Group

Kodak's Health Group is a leading provider of medical and dental imaging systems and information technology solutions; molecular imaging systems; and non-destructive testing products.

FAQs on Carestream Health, Inc.

1. What can you tell me about Onex Corporation?

Onex, headquartered in Toronto, is one of Canada's largest corporations. It owns a diverse group of global companies in multiple locations. These companies are in industries such as healthcare, aerostructures, electronics manufacturing services, theatre exhibition and customer management services. Healthcare is a very significant and rapidly growing part of Onex' businesses.

2. Will any jobs be eliminated as part of Onex' purchase?

No, not as part of the acquisition agreement. At the same time, it's important to note that Carestream Health will be serving many markets... some growing, and others shrinking. Leaders of Carestream Health will monitor this situation on an ongoing basis, as responsible business managers normally do, and will make whatever adjustments are necessary to ensure efficient and effective operation. Also, Onex' acquisition will position the business to grow in new ways, which could have a positive impact on jobs in the future.

3. Will Carestream Health be able to use the Kodak brand?

Yes. Through a licensing agreement with Kodak, Carestream Health will use the Kodak brand on products across all its businesses. Also, all current Health Group sub-brands—such as Carestream, DirectView, Softdent and PracticeWorks—will remain with the business when it becomes Carestream Health.



New Cellulosic Ethanol Demonstration Facility to be Built in Rochester

A new state-of-the-art cellulose to ethanol facility is slated to be built in the greater Rochester, N.Y., area. The facility will convert cellulose from biomass, such as wood chips or switch grass, to ethanol fuel. The \$20 million facility will help place the region at the forefront of ethanol research and production, which was recently highlighted in the President's State of the Union Address. Coupled with General Motor's Fuel Cell Activities Center and many other local initiatives, the region is on its way to being a national center for alternative energy research.

In late December, the New York State Department of Agriculture and Markets and the New York State Energy Research and Development Authority awarded Mascoma Corporation a \$14.8 million matching grant to build and operate a biomass-to-ethanol demonstration plant in Rochester. The

15,000 square foot facility is expected to operate using a number of New York State agricultural and/or forest products as biomass, including paper sludge, wood chips, switch grass and corn stover.

Mascoma, a leader in cellulosic biomass-to-ethanol development and production, will partner with Rochester-based Genencor to supply advanced enzyme systems needed to convert the cellulose in biomass to fuel. Genencor also plans to add capacity at its existing manufacturing facility to supply enzymes to the demonstration facility. International Paper Co., Cornell University, Clarkson University and the Natural Resources Defense Council join Mascoma and Genencor as part of a consortium supporting the project.

"After decades of research and development

around the world, cellulosic ethanol technology has reached a point where we are ready to demonstrate the commercial scale production of ethanol from biomass," said Colin South, president, Mascoma. "To support the development of this facility, Mascoma is developing and integrating leading technologies and recruiting experienced personnel in technical and operations areas."

Mascoma intends to locate the demonstration plant at or near Genencor's manufacturing site on Rochester's west side. "Partnering with Mascoma allows us to prove our advanced enzymes in a commercial setting," said Jack Huttner, vice president of biorefinery development at Genencor. "It is a great opportunity to help build a promising new sustainable industry."

ROCHESTER

First Niagara Bank Joins Greater Rochester Enterprise

First Niagara Bank, a leading full-service community bank in Upstate New York and the Rochester market, has joined Greater Rochester Enterprise's Board of Directors.

"With our ongoing expansion efforts in the Rochester area, First Niagara enthusiastically supports the efforts of the Greater Rochester Enterprise and its 120 member companies, governments, and organizations to grow our economy," said First Niagara Rochester Regional President Patrick C. Burke, who will serve on the GRE board and its executive committee.

First Niagara is strengthening its banking presence in Rochester by opening three new branches this spring – in Brighton, Penfield, and Gates, where a free-standing branch replaces one in a Wal-Mart Super Center. With these openings, First Niagara will have 11 branches operating in Monroe County. The company also has a significant insurance presence in the area through First Niagara Risk Management, Inc.

"First Niagara is demonstrating our commitment to and confidence in the Rochester area through our investment in GRE and by increasing opportunities for businesses and entrepreneurs to use our financial services and products to grow their enterprises," Burke said.

First Niagara provides financial services to individuals, families and businesses through 119 branches and several financial services subsidiaries across New York State. Its website is www.fnfg.com.

Impact Technologies Expands Rochester Headquarters

Monroe County Executive Maggie Brooks recently joined Mark Redding, President of Impact Technologies, to announce the company's headquarters expansion and the creation of 50 new high-tech jobs in Monroe County, the central county of the Rochester, N.Y., Region.

Impact Technologies is a defense R&D contractor providing advanced diagnostic solutions for a vast array of machinery and equipment — from helicopter engines to unmanned aerial vehicles, to electronic power supplies.

The company has experienced rapid growth over the last five years, aided in part by Monroe County's Great Rebate program for equipment purchases.

"This significant growth is a powerful example of how nurturing and supporting start-up companies can produce jobs for our community," Brooks said.

In addition to Rochester, Impact Technologies has offices in Pennsylvania and Georgia.

When expansion was necessary to keep up with the company's growth, Impact Technologies chose to expand its headquarters in Monroe County because Empire Zone benefits made a compelling and cost-effective case for expanding in the Rochester, NY, Region.

"As we were reaching the space limits of our existing office and lab facilities in all three states where we have offices, we started exploring options both locally and outside the region. The County's success in obtaining Empire Zone benefits for our project was the deciding factor in our choosing to expand here," Redding said.

Impact Technologies will make a \$1 million facility and equipment investment in addition to millions more in local wages.



Monroe County Executive, Maggie Brooks and President of Impact Technologies, Mark Redding

GRE ON THE ROAD

GRE business development directors are on the road meeting business leaders at key trade events for optics, alternative energy, biotech and site selectors.

Recent show schedule:

- Photonics West in San Jose, 1/23/07— 1/25/07
- Medical Design & Manufacturing West in Anaheim, 2/13/07—2/15/07
- PowerGen Renewable Energy and Fuels in Las Vegas, 3/3/07—3/7/07
- IAMC on Amelia Island, 3/3/07—3/7/07

PRESIDENT'S MESSAGE



I'm always impressed with the resiliency of Rochesterians.

Our leaders have consistently found creative ways to redeploy resources to pursue new growth opportunities — and our Talk It Up Rochester newsletter is a great way to remind all of us that there are numerous, exciting initiatives underway in this community.

Just look at some of the positive announcements that have benefited the Greater Rochester, NY, Region in the past three months:

- Gov. Eliot Spitzer names Daniel Gundersen as Upstate Economic Development Chair
- Onex acquires Kodak's Health Group; establishes Carestream, a new Rochester company
- Mascoma Corp. announces it will create the first cellulosic ethanol plant in Rochester

I share Governor Spitzer's confidence that Mr. Gundersen can provide a fresh perspective to improve the way we attract and retain businesses in our region. We want Mr. Gundersen to help us spearhead new initiatives to further foster development of new technologies in our core sectors of optics, alternative energy, biotech, and food and beverage manufacturing.

Just a few years ago, there was little discussion about alternative energy. Now, Rochester is emerging as a leading hub for alternative energy thanks in part to our materials and precision manufacturing expertise, skilled workforce, world-class universities, and growing list of innovative companies.

We have significant activity currently underway in the areas of biofuels, fuel cells, wind, and solar — and continue to explore additional segments where our region's asset base can add value. In addition, we're working with the U.S. Green Building Council on an action plan for high performance buildings as an engine for economic development

In just the past year alone, more than \$287 million of new biofuels projects have been announced in our region. This includes Mascoma Corp.'s recent announcement to build the first cellulosic ethanol demonstration project in Rochester, NY. Mascoma's relationship with Rochester-based Genencor played a significant role in landing this project — proof that local companies are luring other high-caliber businesses to locate here.

I congratulate Mascoma and Genencor, and firmly believe their project is only the beginning of positive alternative-energy news for our region.

Dennis M. Walker

SPREADING THE WORD ABOUT **ROCHESTER, NY**

Out of this World

From Mars Rover to James Webb telescope, viewing new worlds is possible thanks to Rochester scientists.

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Food, Glorious Food

Rochester, NY is home to more than 100 food and beverage manufacturers.

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CONTACT US

The Greater Rochester Enterprise team is here to help you grow your business in Rochester, NY. Call us at 585-530-6200 E-mail: Info@RochesterBiz.com

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GRE encourages you to be ambassadors, matchmakers, and rainmakers for Rochester.



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