



Snapfish announces new country manager for Australia and New Zealand

SYDNEY, Australia, 14 February, 2007 – Leading online photo service, www.snapfish.com.au powered by Hewlett-Packard (HP), today announced the appointment of Verity Batchelder to head its Australian and New Zealand businesses as Country Manager.

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The newly created position follows the highly successful Australian and New Zealand launch of Snapfish in December, 2006. Verity will be responsible for generating market momentum, driving sales growth, and establishing Snapfish as the number one online photographic resource for consumers.

Verity brings a wealth of online business development experience to Snapfish, having joined from Yahoo!7 where she served as its Marketing Manger for three and a half years. In this role, Verity led a number of customer growth initiatives including acquisitions through digital communication channels. She is a marketing veteran with over 15 years experience, and has held a number of management and marketing roles in Australia and the United Kingdom with companies including Amazon.co.uk, Gramophone Publications, and the London Contemporary Dance Theatre. Verity holds an MBA from Melbourne Business School.

“Verity is a valuable addition to the Snapfish team,” said Bala Parthasathy, Vice President, Online Printing, HP. “Her experience and knowledge of online markets will be critical to growing Snapfish’s presence in Australia and New Zealand.

“Verity has a proven track record for driving business results, and has helped transform several online ventures into successful businesses. She will be an outstanding leader and continue to establish Snapfish as the number one

online photographic website for consumers in Australia and New Zealand," he said.

Note to the editor

Verity is available for one on one interviews upon request.

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Oct. 31, 2006, HP revenue totaled \$91.7 billion. More information about HP is available at www.hp.com.au.

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