



HP Launches Snapfish, the Industry's Leading Online Photo Service, in Australian Waters

Snapfish offers consumers the most user friendly, affordable way to store, share and print photographs online.

SYDNEY, Australia, 7 December, 2006 – Hewlett-Packard (HP) today launched www.snapfish.com.au, providing Australians with access to an unrivalled service with professionally-developed digital camera prints for as low as 19 cents (\$AUS), free online photo sharing, unlimited online photo storage and free photo editing tools and software for active members. Additionally, new customers will receive 20 free prints when they become a Snapfish member with no obligations.

Snapfish customers have the ability to create a wide range of prints, enlargements and personalised photo merchandise, including photo greeting cards, posters, photo calendars, mugs, coasters, t-shirts, key rings and porcelain ornaments.

In addition to ordering prints via mail order, Snapfish is teaming up with Rabbit Photo in Australia to roll out a service that lets customers order prints through the website and pick them up at a number of their retail shops across Australia.

Snapfish was launched in the United States in April 2000 with the vision of helping people preserve, enjoy and share their most valuable memories. Today, it is the number one online photo service in the world, with almost 34 million members worldwide and more than one billion unique photos stored online. The US Snapfish website currently have 100,000 registered Australian

Editorial contacts:
Jacqueline Ibrahim
Hewlett-Packard
03 8877 8029
jacqueline.ibrahim@hp.com
[m](#)

Melissa Grove
Burson-Marsteller for HP
02 9928 1519
melissa.grove@au.bm.com
[m](#)

Hewlett-Packard
3 Richardson Place
North Ryde, Australia
www.hp.com.au

subscribers which highlights the fact that Australian consumer have been waiting for an industry leading service like Snapfish.

Ben Nelson, General Manager of Snapfish, HP commented "Australia is experiencing significant growth in digital photography that's resulting in high consumer demand for an easy and affordable way to share and print photos online".

"Snapfish is thrilled to bring our industry-leading service to Australian consumers, particularly parents with young children who have a strong desire to keep grandparents, other family members and friends up to date"
Said Nelson.

Products available through www.snapfish.com.au:

- prints – RRP from 0.19cents*
- personalised photo greeting cards – RRP from \$19.95*
- posters – RRP from \$9.95*
- photo calendars – RRP from \$19.95*
- mugs – RRP \$17.95*
- coasters (x 4) – RRP from \$24.95*
- t-shirts – RRP from \$24.95*
- key rings – RRP from \$3.95*
- porcelain ornaments – RRP from \$9.95*

*Please note that all prices include GST.

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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