



HP Exstream wins extended contract with Continental

LONDON, UK, March 22, 2010 – HP Exstream today announced an extended contract with Continental, the world's fourth largest tyre manufacturer. This further expands the range of HP Exstream products employed by Continental to deliver document management services and customer communications.

Continental has chosen HP Exstream Assured Delivery as a company standard across all of its businesses and entities. The HP platform replaces numerous competitive solutions which are currently installed in the different business areas.

HP Exstream Assured Delivery, formerly HP Output Server (HPOS), will provide integration and support to 40,000 SAP users globally including the printing and faxing of the documents generated from the SAP application.

As a satisfied customer, Continental were looking for a single global solution to ensure the delivery of business-critical documents to destinations across the enterprise and provide important, real-time feedback on the status of deliveries. With six divisions, Continental is a continuous driving force for future mobility concepts and is expanding out of the automotive industry.

Simon Reynolds, Group Manager UK & I – Enterprise Software at HP says: “We’re very pleased that Continental has chosen to extend their suite of HP Exstream software and services. This illustrates the growing demand for innovative document management solutions that allow for flexible tailored communications.”

Editorial Contacts:

Katie Watkin, Edelman
020 3047 2072
Katie.watkin@edelman.com

Anneka Patel, Edelman
020 3047 2312
Anneka.patel@edelman.com

“Businesses are increasingly looking for ways to improve their direct communications with customers. HP Exstream is able to deliver this through a platform used by marketers, rather than traditional owners of databases.”

Continental AG is a worldwide leading manufacturer of tyres, brake systems and other parts of the automotive and transport industries and has more than forty plants and testing tracks all over the world. Continental focuses more than half of its personnel on the tyre business and innovation and safety are the fundamental elements that define the brand.

HP Exstream is the leading enterprise software solution for businesses and agencies around the world. The software enables companies to streamline document creation processes and produce more effective, relevant communications of all types for delivery through print/mail or online channels.

Additional information regarding HP Exstream is available at www.hpexstream.co.uk

About HP

HP, the world's largest technology company, simplifies the technology experience for customers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.



About Continental

Continental was founded in Hanover, Germany in 1871 and is currently one of the five largest automotive suppliers in the world and second largest in Europe. As a major supplier of all types of automotive components, Continental contributes towards enhanced driving safety and protection of the global climate.

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