



Exstream Software by HP Announces 2008 Visionary Award Winners

Customers showcase innovative applications created using the HP Exstream enterprise document automation solution

LEXINGTON, Ky., Nov. 20, 2008 – Exstream Software by HP today announced the winners of its 2008 Visionary Awards, presented at the seventh annual North American Exstream User Conference in Cincinnati, Ohio.

The awards recognize customers that have used HP Exstream to make significant strides in improving customers' experience through the communications they send. Recipients were evaluated on both qualitative and quantitative results, including return on investment, speed to market, improved customer satisfaction and streamlined processes.

Customers submitted applications in categories for Best Designed Document, Best Interactive Document, Most Sophisticated Application, Best Design of a TransPromotional Document, Best Application Architecture, and Most Significant Return on Investment.

Blue North Strategies Inc. earned this year's award for Best Designed Document for its Water Insight, Spring 2008 newsletter. An industry leader in personalized communications, Blue North Strategies used HP Exstream to transform a customer's client newsletter from basic static pieces into highly personalized forms of communication relevant to each recipient. Implementing HP Exstream provided the platform for each newsletter cover to be personalized with name, photo, location and customer contribution, supporting the client's communication strategy of developing marketing that makes an impact.

The award for Best Interactive Document was given to Penn National Insurance for its agent and underwriter communications. The company uses HP Exstream to produce real-time communications online for quick underwriter and agent review, dramatically improving the production process. In using the HP Exstream engine as a web service to create PDF insurance quotes in real time, Penn National Insurance has realized a 65 percent increase in new business quotes. Additionally the company is seeing savings of \$1.3 million annually by eliminating and streamlining processes to further improve STP (straight-through processing).

Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation, was recognized with the award for Most Sophisticated Application. Pershing's objective was to develop a combined tax and year-end statement that would consolidate an investor's 1099 content with additional important year-end information. Utilizing dynamic tables and distinguishing between reportable and non-reportable transactions are several critical features HP Exstream enabled. The new report satisfies current tax regulations

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and provides a foundation for efficient management of future legislation in this area.

The award for Best Design of a TransPromotional Document was given to Humana Inc. for its SmartSummary Statement with Coupon Strategy. Distributed to 1.5 million commercial members quarterly, Humana made the most of the white space in its statements by dynamically incorporating full-color, personalized, relevant coupons based on the member's health condition, demographic and even wellness-related information. This is an extension of Humana's personalized messaging strategy.

The winners of the Best Application Architecture and Most Significant Return on Investment awards have asked not to be disclosed.

"It is so exciting every year at this conference to see the new and innovative ways customers are using the Exstream technology to significantly improve their business," said Rich Troksa, vice president, Enterprise Software Group, HP. "While only a few could be selected as winners, all of the applications submitted were very impressive and we thank all those who participated."

The North American Exstream User Conference is held annually to provide HP Exstream's customers with an opportunity to network with other users and learn new ways to improve customer experience, increase productivity and improve their businesses using HP Exstream. The 2008 event was sponsored in part by Day Software, Doculynx Inc., EarthColor Business Solutions and Guidewire.

For additional information regarding HP Exstream: www.hp.com/go/exstream

About HP

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