



HP Helps Businesses Improve Customer Communications with HP Exstream Challenge

HP named Innovator of the Year for HP Exstream Interactive Document Technology

PALO ALTO, Calif., April 7, 2011 – HP today announced the kickoff of the [HP Exstream Challenge](#), a simple, customized self-assessment tool – commissioned by HP and created by Forrester Consulting – that allows businesses to quantify the value of a customer communications management solution.

HP also announced that it was named Innovator of the Year by worldwide trade association [Xplor International](#) for its HP Exstream Interactive Document Technology.

The HP Exstream Challenge helps businesses understand current document workflow opportunities, overcome risks and learn how to provide a better customer experience through powerful communications.

The self-assessment questionnaire asks users for targeted information aimed at evaluating their current customer communications environment. After completing the survey, participants receive metrics that demonstrate the effectiveness of their current programs along with insight on how implementing a customer communications management solution like [HP Exstream](#) would improve their business efficiency.

The HP Exstream Challenge is available at www.hp.com/go/exstreamchallenge.

HP Exstream named Innovator of the Year by Xplor International

Each year, Xplor International recognizes an individual, company or organization that has conceived and developed an original concept leading to a significant advancement in the industry.

This year, HP was named Innovator of the Year in honor of its [HP Exstream Interactive Document Technology](#). The award recognizes HP's innovation and focus on delivering market-leading customer

Editorial Contacts

Amy Rhodes, HP
+1 949 212 3401
amy.rhodes@hp.com

Katherine Young
Porter Novelli for HP
+1 404 995 4514
katherine.young@porternovelli.com

HP Media Hotline
+ 1 866 266 7272
www.hp.com/go/newsroom



communications solutions to meet the distinct requirements of enterprise customers.

HP Exstream Interactive Document Technology software is being recognized by Xplor International as a solution that has revolutionized corporate communications by providing businesses with innovative ways to manage client communications through customizable and interactive documents.

“Our goal is to offer our customers innovative answers to complex questions, simplifying customer communications and providing business tools that drive growth,” said Scott Draeger, manager, HP Exstream Product Strategy, Imaging and Printing Group, HP. “Being recognized by Xplor is great confirmation that our work is paying off for our customers.”

Additional information regarding HP Exstream is available at www.hpexstream.com.

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world’s largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

This news release contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; any statements regarding anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include macroeconomic and geopolitical trends and events; the competitive pressures faced by HP’s businesses; the development and transition of new products and services (and the enhancement of existing products and services) to meet customer needs and respond to emerging technological trends; the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected operational and financial results; and other risks that are described in HP’s Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2011 and HP’s other filings with the Securities and Exchange Commission, including but not limited to HP’s Annual Report on Form 10-K for the fiscal year ended October 31, 2010. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2011 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed



as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.