



American Electric Power Selects HP Exstream Software to Streamline Communications and Billing Processes

PALO ALTO, Calif., March 3, 2009 – HP today announced that American Electric Power (AEP), one of the largest electric utility companies in the United States, has selected its HP Exstream enterprise document automation software to streamline communications and billing processes for more than 4 million AEP customers in 10 states.

HP Exstream will provide a single platform for AEP to create, manage and deliver a variety of communications to its customers through multiple channels, from high-volume residential bills and welcome kits to customer-focused marketing and interactive correspondence. AEP will be implementing HP Exstream across the enterprise, eliminating several point solutions.

Using HP Exstream's dynamic white space management and integrated marketing capabilities, AEP can incorporate targeted messages into customer communications, showcasing energy-saving tips and other information. For example, residential bills may include messages that help consumers better manage their energy use.

Once other systems are installed and operating, HP Exstream will enable AEP to retrieve account data to produce clear, personalized communications for customers in real time.

"HP is working to help AEP deliver more effective communications, more efficiently, for its customers," said Scott Braynard, director, Enterprise Software Sales for Public Services, HP. "HP Exstream offers customers the ability to personalize communications all while reducing costs and improving document management workflow."

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

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

About HP

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

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