

HP Tackles Climate Change – One Hour at a Time

Well before it became the defining global challenge of the 21st century, HP's founders thought profoundly about our planet's future.

"The deepening concern for... preservation of the environment... involves the whole basic question of man on this earth: How may the earth's resources be preserved?" Bill Hewlett presciently inquired in 1971.

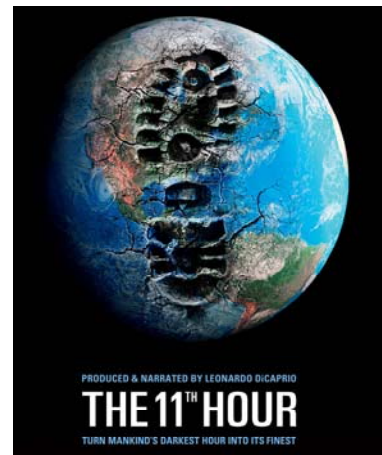
Five decades since its inception, HP has a legacy built on global citizenship, environmental leadership and sustainable innovation, and a heritage focused on addressing the most pressing issues of our day. Today, there is no debate – mitigating the effects of global climate change is our generation's ultimate test, and one of HP's core environmental objectives.

It's for this reason that in the coming weeks, HP will build upon its environmental leadership as it engages with customers through sponsorship of two major global events – WWF's Earth Hour and the 11th Hour ACTION Campaign. Through these campaigns, HP hopes to heighten awareness and drive action. "Collaboration is key when it comes to addressing the effects of climate change," said Pat Tiernan, vice president, Social & Environmental Responsibility at HP. "Furthering our alliance with WWF via Earth Hour, and supporting the 11th Hour campaign furthers our goal to educate others about climate change and energy efficiency. Our collective efforts can have a huge impact. "



As the exclusive technology partner of WWF's [Earth Hour](http://www.earthhour.org/) (www.earthhour.org/) in the US, HP will join cities around the world as they literally "turn out the lights" between 8 and 9 p.m. on March 29, 2008. Earth Hour will create awareness about climate change and encourage individuals and organizations to contribute and make a difference in the fight against global warming. HP's sponsorship of Earth Hour is part of the company's [joint initiative](http://www.hp.com/go/wwf) (www.hp.com/go/wwf) with WWF that began in 2006. For more information about HP's role in Earth Hour, go to www.hp.com/go/earthhour.

HP will also serve as the exclusive technology sponsor of the [11th Hour ACTION Campaign](http://www.11thhouraction.com) (www.11thhouraction.com), a year-long university tour of the *11th Hour* documentary to increase awareness of climate change. Narrated by Hollywood actor and environmental activist, Leonardo DiCaprio, the film highlights the most important issues facing our planet and mentions those leaders in the field working to combat these problems. For more information about HP's role in



the 11th Hour ACTION campaign, go to www.hp.com/go/11thhour.

During the documentary, *The Economist's* Vijay Vaitheeswaran notes HP's spirit of innovation:

"Once we send the right signal from the marketplace, to the marketplace that the two guys in the garage who created Hewlett-Packard, well those two guys today, I want them to be working on clean energy."

Vijay's awareness of HP's role in using innovative technology to benefit the environment is not without precedent – HP recently announced innovations such as the use of recycled plastics in original InkJet print cartridge manufacturing, the Halo Collaboration Studios teleconferencing system to reduce business travel, and Dynamic Smart Cooling to dramatically conserve energy in data centers.

Today, the IT industry is responsible for two percent of greenhouse gas emissions worldwide (Gartner, September 2007). HP has specific goals to reduce greenhouse gas emissions from our operations and supply chain and to improve the energy efficiency of our products. However, HP also believes that the IT industry, and HP in particular, has an incredible opportunity to impact the other 98 percent of global greenhouse gas emissions by offering innovative solutions to limit the carbon footprint of the world around us.

HP's climate strategy consists of four focus areas that touch every aspect of our business – reducing our products' impact on the climate, reducing our operations' CO₂ footprint, providing low-carbon solutions for our customers through products and services, and advocating for an accelerated public policy agenda that will drive the shift to a low-carbon economy. We engage with our employees, customers, partners, supply chain, NGOs and policy-makers to make progress industry-wide.

From desktops to data centers HP makes it easy to go green. To limit your carbon footprint, follow these simple tips:

- Buy energy efficient products, such as any one of our many Energy Star qualified products. Find out more at www.hp.com/go/energy
- Enable the energy-saving settings on PCs – a feature enabled on all HP products running Microsoft Windows.
- Disable screen savers.
- Power down all electronics when not in use.
- Set printers to sleep mode.
- Recycle used products online at <http://www.hp.com/recycle>.

Living up to our responsibility to our customers, our employees, our investors, and the global community, HP will lead as we always have – by example and by taking action.

We hope you will join us as we combat climate change worldwide. Adding your voice to this choir of environmental stewardship paves the way for our world's future.

For more information on how to conserve energy and recycle responsibly, please visit:
<http://www.hp.com/go/environment>.