

News advisory



HP Launches New PC Service Plans for Consumers

LAS VEGAS, NV., Jan. 4, 2006 – HP made a bold foray into the growing \$3 billion tech support service market by introducing two new service plans aimed at consumers. SmartFriend by HP and HP PC Tune up Service both give consumers with technology questions a place to turn.

SmartFriend by HP is like a tech support advice line. Customers buy 30-minute or 60-minute calling plans to get their “how to” questions answered. HP’s experienced, home-technology experts give advice and assistance on a range of questions such as backing up data, setting up a home network, using software and hardware applications, or upgrading operating systems.

The HP PC Tune up Service features specially trained tech “mechanics” who will guide customers through the tasks needed to help make PCs run at their best. The service offers one-on-one phone support with an agent who will teach customers how to run diagnostics to check the health of their computer, delete unnecessary files in the “Start Up” menu that bog down boot up times, and much more.

Editorial contacts:

Ann Finnie, HP
+1 408 343 5353
ann_finnie@hp.com

J.P. Szambelan
Porter Novelli for HP
+1 206 770 7067
jp.szambelan@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

“Not everyone has a technology savvy friend to answer their questions,” said Bob Weis, vice president of customer operations, HP. “Who better than the company that built the products to provide fast, effective answers?”

These new services are part of HP Total Care, the service and support program recently recognized by JD Power and Associates for consistently providing an “Outstanding Customer Service Experience.”

Availability and pricing

HP PC Tune up Service costs \$99 and SmartFriend by HP costs \$59.99 for 30 minutes and \$99.99 for 60 minutes. Both services are available now by calling +1 866 234 1377.

About HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company’s offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Oct. 31, 2005, HP revenue totaled \$86.7 billion. More information about HP (NYSE, Nasdaq: HPO) is available at www.hp.com.

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1/2006

