



Snapfish by HP Transforms Online Photography with Zero-click Photo Transfer

PALO ALTO, Calif., Jan. 7, 2007 – HP today announced an innovative software tool from Snapfish that allows members to effortlessly transfer photos from their digital cameras or memory card readers to both their PCs and Snapfish accounts without a single click of a mouse.

Snapfish PictureMover is a downloadable desktop client that remains alert in the PC system tray. When a camera or memory card reader is connected, the transfer process automatically begins, uploading users' photos to both their computers and their Snapfish accounts.

For typical users, Snapfish PictureMover eliminates at least 11 steps from the transfer process, bypassing the standard upload process and saving valuable time.

A recent InfoTrends study found that 16.8 percent of digital photography consumers who have not uploaded photos to an online photo service have not because they either don't know how to upload photos or are not comfortable with the technologies currently available.⁽¹⁾ Snapfish PictureMover is another step HP has taken to create the easiest, fastest and highest quality experience for sharing, printing and storing photos.

Once photos are uploaded to users' Snapfish accounts, they will have access to Snapfish's everyday low price of just 12 cents a print, free online photo sharing and more than 100 customizable photo products.

Snapfish PictureMover is now available for free download at www.snapfish.com/picturemover and is expected to be available on HP PCs this summer.

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, 2006, HP revenue totaled \$91.7 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

⁽¹⁾ InfoTrends, 2006 Online Photo Services Survey.

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