



Snapfish, by HP

Overview

Snapfish, by HP, is the No. 1 online photo service in the world, with almost 30 million members and more than 1 billion unique photos stored online. Additionally, through HP's acquisition of Pixaco, Snapfish now maintains the leading online service in Germany and a substantial presence throughout the rest of Europe.

Snapfish was launched in April 2000 with the vision of helping people preserve, enjoy and share their most valuable memories. Today, the service offers the best value in photography with professionally developed digital camera prints for as low as 10 cents, developing for only \$2.99 per roll, free online photo sharing, unlimited online photo storage and free photo editing tools and software.

Key Features and Benefits

- Professionally developed, high-quality prints for 12 cents every day; prints as low as 10 cents with prepaid plans
- High-quality film developing for \$2.99 per roll, which includes a full set of prints, plus online posting, so even film or single-use camera users can still get the benefits of digital
- Home video service – Storage and sharing capabilities for digital camera and cameraphone videos; the service is free for the first month and \$2.99 a month thereafter, or \$24.99 a year
- More than 90 unique, customizable photo products to choose from, ranging from MemoryBooks and calendars, mugs and mousepads, to boxer shorts, dog leashes and teddy bears
- Only major online service to offer comprehensive choice in printing – offering mail-order, print@home and one-hour retail pick-up at more than 5,000 locations
- Wireless imaging services – providing customers with the ability to email camera phone photos directly to their Snapfish accounts via save@mynapfish.com, plus the ability to share any photo from Snapfish to any color handset, all free of charge

Retail Partnerships

- Snapfish provides a compelling online infrastructure for retailers who wish to offer their customers a best-in-class online photo service
- Snapfish powers online photo services for more than 50 percent of the U.S. retail photo processing market
 - More than two dozen esteemed partners using co-branded or private label services from Snapfish
 - Major partners include Wal-Mart, Walgreens, Albertsons, Publix, Staples, PetSmart and Comcast

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Additional Facts

- Snapfish was acquired by HP on April 15, 2005
- HP acquired Pixaco and folded it into the Snapfish organization in December 2005
- Snapfish adds more than 1 million new customers each month
- More than 90 percent of Snapfish users have recommended the service to a friend

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