



HP Offers Personal Glimpse into “Shrek The Third”

PALO ALTO, Calif., May 18, 2007 – HP today announced that Princess Fiona of “Shrek the Third” will be the first movie star to be featured in the company’s award-winning “The Computer Is Personal Again” marketing campaign.

The company also announced the launch of “YeTube” (www.youtube.com/yeTube), an HP-sponsored channel on YouTube.com that gives fans an inside look at the lives of the characters in the film.

In the spot, the “Ogre Princess” is introduced by the contents of her personal computer, which reveal her to be a “YeBay” online shopping fanatic. She also uses her PC to store her favorite medieval recipes, music and funny video clips sent from friends across “Far, Far Away.”

Visitors to YeTube can step into the fantasy lives and interests of the “Shrek the Third” characters, including Donkey and Puss in Boots, as they post their own homemade videos that show how technology influences their lives. The same technology – HP notebook PCs based on AMD technology – used to create the film by DreamWorks Animation was also used to help extend the Shrek experience on YeTube.

“The extended Shrek experience is a natural progression of HP’s work with DreamWorks – a relationship that thrives on innovation, creativity and immersive experiences for the consumer,” said Satjiv Chahil, senior vice president of global marketing, Personal Systems Group, HP. “YeTube is a creative, interactive way of broadening the experience beyond the movie while also showcasing how imagination can come into play with your PC.”

Princess Fiona joins the ranks of well-known achievers who use HP computers, including Vera Wang, Jay-Z, Pharrell Williams, Mark Cuban, Mark Burnett and Paul Teutel, Sr. of the Orange County Choppers.

“The Computer Is Personal Again” campaign was honored as Advertising Age’s “Campaign of the Year” for 2006. More information about the campaign is available at www.hp.com/go/personalagainpr.

About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world’s largest IT companies, with revenue totaling \$97.1 billion for the four fiscal quarters ended April 30, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

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