



HP Snapfish snaps up customers of MeraSnap.com

Strengthens foothold in the photo finishing industry in India

INDIA, May 22, 2008 – To realize its vision of creating an all digital photography landscape, HP Snapfish - world's leading consumer online photo service - which was recently launched in India, has extended its services to around 1,00,000 customers of MeraSnap.com who will automatically migrate to the HP Snapfish portal within the next three months. MeraSnap.com is one of the first online digital photo printing and delivery portal in India.

"The initiative is a part of HP's strategy to penetrate amongst customers using online photo finishing in India. We are confident that these customers will enjoy unlimited options that Snapfish will bring to them including free online photo sharing, affordable photo prints, unlimited online photo storage, world-wide network of printing including USA, UK and Australia along with free photo editing tools and software." said **Mr. Bala Parthasarthy, Managing Director, Asia Pacific and Latin America, Snapfish, Hewlett-Packard India Sales Pvt. Ltd.**

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"Snapfish has received tremendous response from the Indian consumer. It is gradually transforming the way consumers 'click-print-share' photos in India. This development is another stepping stone towards this transformation," he added.

According to **VV Kadam and Ravi Urs, co-founders, MeraSnap**, "We are proud to be associated with HP Snapfish, the worldwide market leaders in the online photography space. With HP's credibility backing Snapfish, our customers can be assured that their photographs are safe with the online portal for years to come. Moreover, our customers will get the opportunity to explore the enhanced services that Snapfish has to offer- ranging from personalized gifts to desktop calendars.

Market opportunity in India

The rise in the use of image – capturing devices translates into huge opportunities for photo printing market in India, largely fuelled by the growth in digital and mobile cameras in the country. According to Gartner, the market size of digital camera in India was \$110 million in 2006 and is expected to grow 20-22% CAGR through 2011. The number of mobile users in India will be more than double in the next five years, growing from 185 million to 462 million in 2011.

About Snapfish

Snapfish by HP, is the leading online photo service in the world with over 50 million members in 23 countries, and is adding a quarter billion new pictures per month. It was recently launched in India with features specially customized for the Indian market. Snapfish offers consumers free online photo sharing, unlimited online photo storage and professionally developed digital camera prints for as low as Rs.2.95 only

(4x6 size).

Initially launched in the United States in April 2000 with a vision of helping people preserve, enjoy and share their most valuable memories, HP acquired Snapfish in April 2005 to provide customers with a comprehensive solution which will allow them to share, preserve and share their most valuable memories in an easy-to-use and convenient way.

About MeraSnap.com

MeraSnap.com started in October 2005 as one of India's earliest online digital photo printing and delivery portals. MeraSnap.com quickly emerged as a reliable gateway for NRIs and India-based digital camera users to send photo prints to their extended families located elsewhere in India.

MeraSnap.com's mission is to make the magic of digital photography more meaningful to the unique Indian social fabric. Like many other digital conveniences, digital photographs are impersonal in the traditional Indian family context. MeraSnap attempts to bridge the generation gap and by enabling printing and delivery of the digital photographs in a seamless manner for a nominal fee. MeraSnap's USP is its no-frills approach, service excellence and a clear understanding of the Indian users' unique sensibilities.

About HP

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