



## HP Snapfish announces strategic alliance with Indiaplaza.in to launch co-branded Photo Center

### - Further strengthens leadership as country's largest online photo service

INDIA, August 20, 2008 - HP Snapfish ([www.snapfish.in](http://www.snapfish.in)) - world's leading consumer online photo service - today announced a strategic alliance with Indiaplaza.in to fuel its vision of creating an all-digital photography landscape in India. Currently, Snapfish has the largest array of products in the online photo finishing space in India. This alliance facilitates the launch of a co-branded Photo Center, enabling over one-million existing customers of Indiaplaza.in to print, share and store unlimited number of photographs. Customers can also choose from an extensive range of personalized products by HP Snapfish.

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**Mr. Ben Nelson, General Manager, Snapfish, Hewlett Packard, said, "HP Snapfish, with a presence in 21 countries and an existing global customer base of 50 million, is targeting the Indian market as one of the key growth drivers. Coming close on the heels of the customer acquisition of MeraSnap by HP Snapfish earlier this year, the HP Snapfish-Indiaplaza tie-up will further grow our market leadership in India".**

According to a recent Nielsen Global Online Survey on Internet shopping habits, 78 percent of the Indian respondents accessing internet, have used Internet to make a purchase and close to 55% respondents have made at least one online purchase in the past one month.

"The online shopping phenomenon is poised to pick up strongly in India, underpinned by the growing internet penetration, rising spending power, busy lifestyles and the enormity of options available. This tie-up will enable many new customers from the Indiaplaza.in fold to enjoy a world-class online photo service and a unique shopping experience at HP Snapfish, allowing them to create and buy personalized products instantly." remarked **Mr Bala Parthasarthy, Managing Director, Asia Pacific and Latin America, Snapfish, Hewlett Packard.**

The rise in the use of image-capturing devices translates into huge opportunities for the 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.

According to **Mr K. Vaitheeswaran, Co-founder & CEO, Indiaplaza.in, "As the pioneer and clear leader in the Indian online shopping industry, Indiaplaza.in is constantly engaged in bringing world class brands and services to the growing base of Indian online shoppers. The exclusive partnership with HP Snapfish to launch a co-branded**

digital photo centre is yet another step in this process. We are confident that Indiaplaza.in customers will love the convenience of uploading and storing photos online and also using the images to create a whole set of personalized products.”

### About Indiaplaza

Indiaplaza ([www.indiaplaza.in](http://www.indiaplaza.in)), formerly known as Fabmall.com, is the world's largest India-centric online shopping destination with operations across Bangalore, Chennai, Austin and Seattle. It offers the largest catalogue of over 4 million items online and has a reputation for reliable logistics and outstanding customer service.

### About Snapfish

Snapfish by HP ([www.snapfish.in](http://www.snapfish.in)), is the leading online photo service in the world with over 50 million members in 21 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).

### 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 \$110.4 billion for the four fiscal quarters ended April 30, 2008. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

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