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Snapfish by HP inks a deal with eBay India to launch co-branded photo center

Company Brief
New Delhi, september 07, 2009

Snapfish - world's leading consumer online photo service by HP, today announced a partnership agreement with eBay India, the leading eCommerce marketplace in the country.



The collaboration facilitates the launch of a co-branded Photo Center, enabling over 3 million eBay India users to print, share and store unlimited number of photographs. With Snapfish Photo Center, eBay users can choose from a wide array of products ranging from photo greeting cards, t-shirts, mugs, sporty drinking bottles, money boxes, calendars, stickers and much more, to create and order fully customized photo gifts online.

There has been a pragmatic shift in the consumer purchasing behavior in the recent times. An increasing number of consumers are vouching for the online shopping getaways, owing to the growing internet penetration, ease of use and the enormity of options available, stated Bala Parthasarathy, Managing Director, Asia Pacific and Latin America, Snapfish, Hewlett Packard at the announcement. The partnership with eBay India, the most popular online shopping portal in the country, enables us to enrich the eBay consumer experience by offering them the convenience of uploading and sharing their memories as well as creating personalized products instantly, he added.

According to a Mastercard Worldwide survey published in May this year, Indian customers shopped online more frequently in the fourth quarter of 2008 than in the same period the previous year.

According to Kashyap Vadapalli, Director-Marketing, eBay India, as the globally preferred brand for shopping online, eBay continuously works towards bringing in innovative products and services to the growing base of Indian online shoppers. The strategic alliance with Snapfish by HP provides us an opportunity to further expand our offerings, enabling our consumers to customize products with their personal pictures and purchase them online.

For further information, please contact:

Genesis Burson - Marsteller
Sadaf Khan
Mobile: + 91 9899309389
E-mail: sadaf.khan@bm.com

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