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HP Snapfish Snaps Up Customers Of MeraSnap.com



Strengthens foothold in the photo finishing industry in India.

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Saturday, May 24, 2008: HP Snapfish, an online photo service, has extended its services to around 1,00,000 customers of MeraSnap.com, an online digital photo printing and delivery portal. MeraSnap.com' customers will now migrate to the HP Snapfish portal within the next three months. HP said the initiative is a part of the company's strategy to penetrate amongst customers using online photo finishing in India.

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"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, worldwide network of printing including USA, UK and Australia along with free photo editing tools and software," said Bala Parthasarthy, managing director, Asia Pacific and Latin America, Snapfish, Hewlett-Packard.

"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, "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 personalised gifts to desktop calendars."

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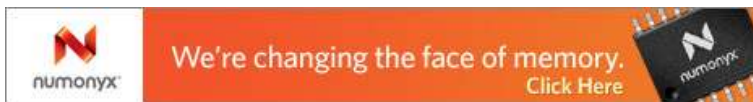
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