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Company Brief

New Delhi, February 04, 2010

Snapfish (snapfish.in) - world's leading consumer online photo service by HP - today announced the availability of free Snapfish application exclusively for the iPhone users. Users can now download the Snapfish application from the App Store at absolutely no charge to upload, share and store several photos instantly from their iPhone.

 To download the Snapfish application, users can search for 'Snapfish' in the App Store. Those who do not currently have a Snapfish account can create one for free directly from the app or at www.snapfish.in. Once the Snapfish app has been downloaded, the application allows users to upload their phone pictures and share them with multiple mobile numbers and email addresses.

"The explosive digital revolution in the photo finishing business has sparked off consolidation of various platforms in order to provide a rich photo sharing experience to the end user." said Bala Parthasarathy, Managing Director - Asia Pacific, Snapfish by HP. "We want to enrich user experience in the most new age and innovative ways that makes it convenient for our customers enjoy their pictures, whether it is in your homes, or your work place, or while you are on the move on your mobiles. The introduction of this Snapfish photo app has been an effort to create an integrated and easy click, share and store phenomenon for the next-gen iPhone users."

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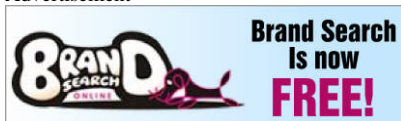
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