MarketSplash by HP

Editorial Contacts:

Jill Peters, HP
+1 541 715 0277
jill.peters@hp.com

Jenna Skidmore
Porter Novelli for HP
+1 415 975 2263
jenna.skidmore@porternovelli.com

Hewlett-Packard Company
3000 Hanover Street
Palo Alto, CA 94304
www.hp.com

Overview
MarketSplash by HP provides HP's small business printer and PC customers with affordable brand marketing services in a single, easy-to-use interface. Customers have the choice of hiring a top-notch design team or designing marketing materials themselves using simple on-line design tools and exclusive, professionally created templates for brochures, flyers and newsletters. They can then choose a print option to best meet their needs – in-house, local pick-up or mail delivery.

Design options
MarketSplash's award-winning designers have built an expansive library of free templates that offer some of the most compelling designs and templates available. HP customers can download and edit hundreds of professional-quality brochure, flyer and newsletter templates at no charge and print them in-house. They can also design personalized business cards using the easy online editing tools.

Unlike rigid wizard-based solutions, at the core of the MarketSplash do-it-yourself experience is intuitive editing technology that offers small businesses flexibility during the creation process. This provides small businesses with the freedom to either create materials quickly in one sitting or fine-tune their projects over time.

In addition, MarketSplash by HP offers customers a choice in design through custom design services fulfilled by Logoworks by HP.

Print choice
MarketSplash customers have the choice and convenience of printing their projects through a variety of fulfillment channels:

- Print in-house: Customers can download projects to their desktop for printing at home or in the office, using their HP printer.

- Print for local pick-up: Customers can have their project printed for pick-up by a local HP print service provider (PSP), which can be identified using the PSP locator,[1] or at a nearby Staples Copy and Print center in its retail stores in the United States.

- Print for mail delivery: Customers can develop their project, then have the final printed product shipped to their location of choice.[2]

For more information on MarketSplash by HP, visit www.marketsplash.com.

[1] The HP PSP Locator will be available in October 2009 through www.marketsplash.com and the HP Graphic Arts Portal on HP.com and gives customers the ability to look up local HP PSPs by zip code and printing capabilities.

(2) Print-to-mail options will be fulfilled by one of MarketSplash by HP's PSP vendors. As volumes scale, additional PSPs will be added.