



HP Joins Eight of World's Leading Paper and Printer Manufacturers Showcasing the ColorLok® Paper Standard at Paperworld

FRANKFURT, January 23, 2008 – Today at Paperworld, nine companies announced their support of the ColorLok® Paper Standard, with the goal of making better paper for better printing.

Editorial contacts:

Sarah Steven, HP
+1 650 557 9277
sarah.k.steven@hp.com

Rob McMurtrie
Porter Novelli for HP
+1 206 770 7003
rob.mcmurtrie@porternovelli.com

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

April, Domtar, Epson, HP, International Paper (IP), Kodak, Mondi, M-Real and Suzano have agreed to support the performance standards of ColorLok papers. In addition, Epson, HP and Kodak will support the use of ColorLok paper with certain printer models.

The benefits of ColorLok™ papers include bolder, sharper images, faster dry times, and improved reliability across a range of printing devices. HP expects that a significant portion of the world's uncoated office papers will meet the standard by 2009.

By incorporating ColorLok papers into their product lines, companies supporting the standard will offer their customers papers that can keep pace with advancements in printing technology found in digital printing systems. It is expected that the new papers will introduce throughout 2008.

Papers that use the ColorLok logo must pass a concise set of standards for print quality, as well as physical and electrostatic standards for quality and reliability. The Rochester Institute of Technology - Printing Applications Laboratory has been selected to ensure compliance with these standards. Criteria for meeting the ColorLok standards include image quality, dry time, and printer performance. Paper companies may use different means and technologies to meet or exceed that performance.

As of January 2008, a variety of branded papers that have passed the ColorLok

performance specifications and employ the ColorLok logo will be sold around the world. These papers include:

- HP Everyday Papers (inkjet and multipurpose) – Worldwide
- § Hammermill® Papers (produced by IP) – North America
- Duo (produced by IP) – UK and Germany
- Pol (produced by IP) – Poland, Central Europe
- Rey (produced by IP)– Western Europe

To learn more about today's announcement, and about the ColorLok Paper Standard, please visit www.colorlok.com.

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 \$104.3 billion for the four fiscal quarters ended October 31, 2007. More information about HP (NYSE: HPQ) is available at www.hp.com.

Note to editors: More news from HP, including links to RSS feeds, is available at www.hp.com/hpinfo/newsroom/.

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