



July 3, 2008

## Introducing The HP Circle Logo

Dear PSG Marketing Teams,

The HP logo has always stood for quality, reliability and a great customer experience. As the company has grown and evolved over the decades, so has our brand image.

Driven by the company's resurgent consumer business, IPG & PSG have jointly worked on a simplified and more impactful version of the HP logo which was previewed for our top retail customers across the US and EMEA. The reaction has been overwhelmingly positive.

This new "circle" version of the logo can be used across the board. Attached are guidelines for immediate use.

Given the size and scale of our business, the transition to this new logo will take some number of months to complete. Keep in mind that since the circle version of the logo is a simplified version of the HP logo, it can be used along side the existing logo (corporate signage, stationery, product badges, etc.)

While we recommend you use the circle logo in all new marketing pieces, we do not want to incur additional marketing expenses to remove existing materials with the old logo.

Regards,

David Roman  
Vice President PSG Marketing Communications