

Snapfish Facts



Overview

Snapfish, by HP, is the #1 online photo service in the world, with more than 60 million members and more than four billion unique photos stored online. With a presence in 21 countries, Snapfish is a global leader in digital photography and serves as the top photo sharing site in the U.S., U.K., Germany, Australia, New Zealand, China and India.

Snapfish was launched in April 2000 with the vision of helping people preserve, enjoy and share their most valuable memories. Today, the service offers the best value in photography with 4"x6" professionally-developed digital camera prints for 9 cents per print, the best value and choice in personal publishing including photo books, cards and calendars, more than 100 customizable photo gifts, free online photo sharing, unlimited online photo storage and free photo editing tools and software.

Key Features and Benefits

- Professionally developed, high-quality prints for just 9 cents everyday; prints as low as 8 cents each with prepaid plans
- More than 100 unique, customizable, high-quality personal publishing products and gifts to choose from, such as photo books, calendars and cards featuring numerous stylish designs or sterling silver photo jewelry and photo stamps to make memories tangible
- Only major online service to offer comprehensive choice in printing - offering mail-order, print-at-home and same day in-store pick-up in store at more than 10,000 locations
- Home video service allows for storage and sharing capabilities for digital camera and cameraphone videos; the service is free for the first month and \$2.99 a month thereafter, or \$24.99 a year
- Group Rooms where users can upload their individual photos into a common area and collaborate on photo projects such as photo books, calendars or cards; share albums with family and friends outside the group; and automatically receive updates when room content has been added or changed
- Wireless imaging services provide customers with the ability to e-mail camera phone photos directly to their Snapfish accounts via save@mysnapfish.com, plus the ability to share any photo from Snapfish to any color handset, all free of charge
- High-quality film developing for just \$2.99 per roll, which includes a full set of prints, plus online posting, so even film or single-use camera users can still get the benefits of digital

Retail Partnerships

- Snapfish provides a compelling online infrastructure for retailers who wish to offer their customers a best-in-class online photo service
- Snapfish powers online photo services for more than 50 percent of the U.S. retail photo processing market
 - o More than two dozen esteemed partners using co-branded or private label services from Snapfish
 - o Major partners include Wal-Mart, Walgreens, Publix, Staples, Meijer, Time-Warner Cable, Travelocity and Comcast

Additional Facts

- Snapfish was acquired by HP on April 15, 2005
- HP acquired Pixaco and folded it into the Snapfish organization in December 2005
- Snapfish adds more than one million new customers each month
- More than 90 percent of Snapfish users have recommended the service to a friend

Management

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