

HP Press release. PALO ALTO, Calif., Sept. 11, 2007

HP today announced that Michael Mendenhall, a long-time Walt Disney Company executive, has been appointed as senior vice president and chief marketing officer, effective Oct. 1, 2007.

Mendenhall, 45, will be responsible for all aspects of HP's corporate marketing operations globally, including brand marketing, customer intelligence and corporate communications.

"Michael brings world-class marketing and communications credentials and a strong strategic focus with the creative ability to achieve outstanding results," said Shane Robison, HP executive vice president and chief strategy and technology officer. "I am delighted that we will have an individual of his stature to lead corporate marketing."

Mendenhall comes to HP from the Walt Disney Company, where he has spent the past 17 years. He currently directs all marketing and publicity activity for Walt Disney Parks and Resorts, a \$10 billion business in North America, Europe and Asia. His areas of responsibility include global brand image, marketing strategy, planning, publicity, advertising, media, new media/online, interactive TV, strategic alliance marketing, special events and promotions, as well as customer managed activities.

Mendenhall will report to Robison.

Mendenhall received a bachelor's of science degree from Emerson College in Boston.

Thanks to Ron Johnson of CHIP.