



Retro HP 35s Launched to Commemorate 35th Anniversary of First HP Handheld Calculator

Video contest winners also announced

PALO ALTO, Calif., July 12, 2007 – HP today unveiled the retro HP 35s Scientific Calculator in commemoration of the original HP-35, the world's first handheld scientific calculator launched 35 years ago.

As part of its year-long 35th anniversary celebration of the company's entry in the handheld calculator business, HP also named the winners of its nationwide calculator video contest.

Editorial contacts:

Mike Hockey, HP
+1 281 927 9379
mike.hockey@hp.com

Stephanie Kennedy
Porter Novelli for HP
+1 415 975 2267
stephanie.kennedy@porternoveilli.com

HP Media Hotline
+1 866 266 7272
pr@hp.com
www.hp.com/go/newsroom

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

The HP 35s pays tribute to its revered lineage with a classic design that is reminiscent of the original HP-35, including protective raised edges so that the calculator rests nicely in the palm of one's hand.

The new calculator is also HP's most advanced scientific programmable calculator, featuring ample memory for keystroke programming, equation solving and more than 800 storage registers; 100 built-in functions; and a large, two-line display with adjustable contrast to easily view entries.

For greater flexibility, the HP 35s allows users to easily switch between Reverse Polish Notation (RPN), HP's exclusive time-saving input mode, and the traditional algebraic mode. In addition, the HP 35s comes with a premium zippered protective pouch.

"With the HP 35s, HP honors the legendary HP-35 scientific calculator, which revolutionized the way engineers and scientists worked and marked the birth of HP's innovative heritage in the handheld calculator market," said Sam Kim, acting general manager, Calculator Division, Personal Systems Group, HP. "And today's winning contest videos help share this HP story, showing the new online generation how HP calculators touch people's lives."

"HP Calculator Casting Call" winners

The "HP Calculator Casting Call" winners were announced at the HP Golden Calculator Awards, a stylish event held at the Hollywood Roosevelt Hotel, home of the original Academy Awards ceremony. The video contest invited entrants to share their personal HP calculator experiences, and entries were judged based on the categories of Best Actor, Best Actress, Best Screenplay and Best Technical Film.

Celebrity guest Sean Gullette, star of the award-winning movie "pi", presented the Voters' Choice award. The Voters' Choice winner won a HP 50-inch High-Definition Plasma TV.

The winners were:

- Best Actor: Gerry Ouellete, "Confessions of a Rocket Scientist"
- Best Actress: Actress in Robert Wiest's video, "Calculator Man"
- Best Screenplay: Chuck Innocenzi, "Success Breeds Success"
- Best Technical Film: Jamie Coy, "20 Questions with your HP 12c"
- Voters' Choice: Robert Wiest, "Calculator Man"

The winning videos and more information on HP's 35-year history in the handheld calculator market are available to view and read at www.hp.com/go/35celebration.

HP Calculators today

In the tradition of the HP-35 scientific calculator that rendered the slide rule virtually obsolete, HP offers a complete line of market-leading financial, graphing and scientific calculators. The company's high-end graphing calculators offer more connectivity options and greater configurability than other calculators in their class, and the HP12c Financial Calculator has become an industry standard in the business and finance community with more than 15 million units sold to date.

Information about HP's calculator line, as well as on-demand training videos, computer-based training and step-by-step learning modules for each of HP's current calculators, is available at www.hp.com/calculators.

Availability and pricing

The HP 35s Scientific Calculator is expected to be available in late summer for a suggested retail price of \$59.99⁽¹⁾ at www.hp.com and select retailers and bookstores across the United States. A complete list of resellers is available at www.hp.com/calculators/resellers.

More information on the HP 35s and other HP mobility solutions is available in an online press kit at www.hp.com/go/Mobility2007.

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 \$97.1 billion for the four fiscal quarters ended April 30, 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/.

⁽¹⁾ Estimated U.S. retail prices. Actual prices may vary.

This news release contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of HP and its consolidated subsidiaries could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including but not limited to statements of the plans, strategies and objectives of management for future operations; any statements concerning expected development, performance or market share relating to products and services; anticipated operational and financial results; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended April 30, 2007 and HP's other filings with the Securities and Exchange Commission, including but not



limited to HP's Annual Report on Form 10-K for the fiscal year ended Oct. 31, 2006. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2007 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

7/2007

