



HP Adds Bluechip Infotech As New Australian Distributor

Helping drive channel growth in 2012

Sydney, Australia, January 20, 2012 – HP today announced the addition of a new local distributor, [Bluechip Infotech](#), for its Personal Systems Group (PSG) in Australia, effective immediately.

Blue Chip is a growing Australian distributor with offices in five states and warehouses in four. This will allow HP's PSG division to grow its market share; expanding into new reseller networks for its market-leading PC products.

"Today's announcement is in response to accelerated market growth and provides our resellers with a distinct advantage," said Margrith Appleby, HP Channel Sales Organisation Director. "Bluechip are a value-added distributor and we firmly believe this will not only round out our distribution offering to our resellers, but also offer them broader choice when looking to purchase HP PSG products. The addition of Bluechip demonstrates our ongoing commitment to invest in our channel partners and offer our customers the best access to our product portfolio."

"2012 will be an exciting year for HP and our partners. We have new products featuring industry leading innovation and we want to ensure that our partner network is strong and our resellers, both current and new, can benefit from our new range and growth goals."

Bluechip will carry HP PSG's full product portfolio, excluding its Retail POS systems.

"We are very excited to be part of the new distributor network for HP Personal Systems Group portfolio. It is a privilege for Bluechip to be associated with the world's largest technology company in the industry," said Johnson Hsiung, Bluechip Managing Director. "We have maintained our strong focus in SMB and education channels in the last few years. With this opportunity on board, we will continue our commitment to provide a better service and a broader range of products for the IT channels in 2012."

Editorial Contacts

Brad Swiney, HP
(02) 9022 7689
+61 (0)409 445 372
Brad.Swiney@hp.com

Katie Dufficy
Burson-Marsteller for HP
(02) 9928 1519
+ 61 (0)410 367 128
Katie.dufficy@bm.com

Hewlett-Packard Australia
410 Concord Rd
Rhodes NSW 2086
www.hp.com.au

www.hp.com/go/newsroom



HP Channel Commitment

The success of HP's business is fundamentally aligned to the Australian channel. It's this simple fact that drives HP to find new ways of supporting partners. HP offers a broad range of training and incentive programs across all its business units and product categories to stimulate growth and support the channel's success. For example, the HP PSG Rewards program provides resellers with the ability to earn points that can be converted to cash on a HP Rewards PrePaid Visa Card.

HP Distributor Network

In addition to Blue Chip Infotech HP's PSG portfolio is currently available from:

- Dicker Data
- Ingram Micro
- Synnex
- Sektor

About Bluechip Infotech

Bluechip Infotech, established in 1997, focuses on delivering the latest IT products to a wide channel base while maintaining a dedicated commitment to first class service. With Australian offices in Sydney, Melbourne, Brisbane, Perth and Adelaide we are able to back our commitment to service through localised support.

Bluechip Infotech has a long and successful history dealing with the SMB / Education markets through their channel partners. Our value is that we bring the Channel and Vendors together to provide solutions through cooperation. www.bluechipit.com.au

About HP

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans [printing](#), [personal computing](#), [software](#), [services](#) and [IT infrastructure](#) to solve customer problems. More information about HP is available at



www.hp.com.au

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; any statements regarding 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 macroeconomic and geopolitical trends and events; the execution and performance of contracts by HP and its customers, suppliers and partners; the achievement of expected operational and financial results; and other risks that are described in HP's Quarterly Report on Form 10-Q for the fiscal quarter ended January 31, 2010 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 October 31, 2009. HP assumes no obligation and does not intend to update these forward-looking statements.

© 2011 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.