



## Snapfish by HP Supports Breast Cancer Awareness with "Pink Gives" Campaign

Effort raises awareness of early breast cancer detection

PALO ALTO, Calif., Sept. 22, 2008 – Snapfish by HP, the No. 1 online photo service, today announced its support for breast cancer awareness with the launch of the 2008 "Pink Gives" campaign.

In tribute to Breast Cancer Awareness Month this October, Snapfish will feature exclusive Pink Gives products, including notepads, notebooks and customizable photo calendars at [www.snapfish.com/pinkgives](http://www.snapfish.com/pinkgives).

Snapfish will donate 30 percent of all proceeds from the sale of "Pink Gives" products to [BreastCancer.org](http://BreastCancer.org), a non-profit organization dedicated to providing the most up-to-date, reliable medically-reviewed information on breast health and breast cancer to help women and their families make the best decisions for their lives.

Snapfish's tie to breast cancer awareness hits close to home. In 2004, Natalie Long, director of Product Management for Snapfish, was diagnosed with stage I breast cancer; and in 2006, Lauren Patterson, Merchandising Manager for Snapfish, was diagnosed with stage III breast cancer. Both women – in remission now and doing well – have become advocates for awareness, early detection and prevention of the disease.

In her personal research, Patterson found that while women understood the importance of self exams, it was difficult for them to remember to examine themselves once a month. As a way to help remind women to conduct a breast exam each month, Patterson conceived the idea for calendar reminder stickers.

"Early detection is extremely important for women, but many forget to conduct a monthly self exam," said Patterson. "My hope is that by having a reminder to prompt them to do self exams, in addition to receiving regular screenings, more women can maintain breast health successfully."

In honor of Long's and Patterson's fights and continued advocacy, Snapfish features Pink Gives photo calendars that can be personalized with users' uploaded photos and are shipped with three free sets of self-exam reminder stickers – one set for the consumer to use on her own and two sets to share with loved ones.

Snapfish can offer consumers this effective tool in the fight against breast cancer thanks to the generosity of RPI Inc., a Seattle-based provider of

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innovative, digitally printed products that has donated the reminder stickers to the Pink Gives campaign.

“Snapfish remains committed to Lauren and Natalie’s passion for early detection and we are thrilled to be able to offer a unique and effective way to spread awareness through our Pink Gives photo calendars and reminder stickers,” said Ben Nelson, general manager, Snapfish by HP.

All Snapfish “Pink Gives” products will be available throughout Breast Cancer Awareness Month this October. More information is available at [www.snapfish.com/pinkgives](http://www.snapfish.com/pinkgives).

#### About HP

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