

Press Release
For immediate release

HP announcement gives Photo Direct a bigger role.

Hamish Alexander, the South Pacific Business Manager of HP's Retail Photo Solutions division has announced that Photo Direct will officially become HP's distribution partner for all RPS consumables in Australia with immediate effect. In making the announcement Alexander confirmed that Ingram Micro will no longer distribute RPS specific supplies but will handle claims and credits based on their return policy through to August 31st 2008.

Steuart Meers of Photo Direct said the announcement was further confirmation of the strong relationship Photo Direct had established with HP. "Our team is thrilled with this news and looking forward to the many opportunities it will create" said Meers.

Photo Direct Pty Ltd is fast becoming one of the industry's most popular suppliers with its outstanding offering of tailored, retail and online solutions including customized marketing support.

For further information please contact Susan Smith at Photo Direct on 03 9894 1644 or Linda Wong, at HP Retail Photo Solutions on 02 9022 8761.

