

Why the Toner Cartridge Remanufacturing Industry Urges Printer Buyers to Choose HP



HP LaserJet® Printers... ***the smart choice***

- Guaranteed right of choice in printer cartridge supplies
- Best price/performance value and broadest product range
- Lowest printing, operating, service and support costs
- A+ printer satisfaction rating for the 12th straight year in PC Magazine's 16th annual Service & Reliability reader survey

*Recommendations and conclusions of Static Control Components, Inc.
and the Worldwide Toner Cartridge Remanufacturing Industry*

10,000 Worldwide Printer Support Experts Recommend HP Printers

There are nearly 10,000 toner cartridge remanufacturing companies in the world. Many are Hewlett-Packard® authorized service providers for LaserJet printers. Hewlett-Packard is the unanimous choice when choosing a new laser printer. HP has been the clear leader in laser printer technology since the inception of these products in 1984, and continues today. The experience of the cartridge remanufacturing industry that supports millions of laser printers daily is that HP is absolutely the premiere choice for your business. Thousands of office printing experts can't be wrong -- HP is your best printer value.

Color LaserJet® 4600

The Worldwide Number One Choice in Business Color Laser Printers

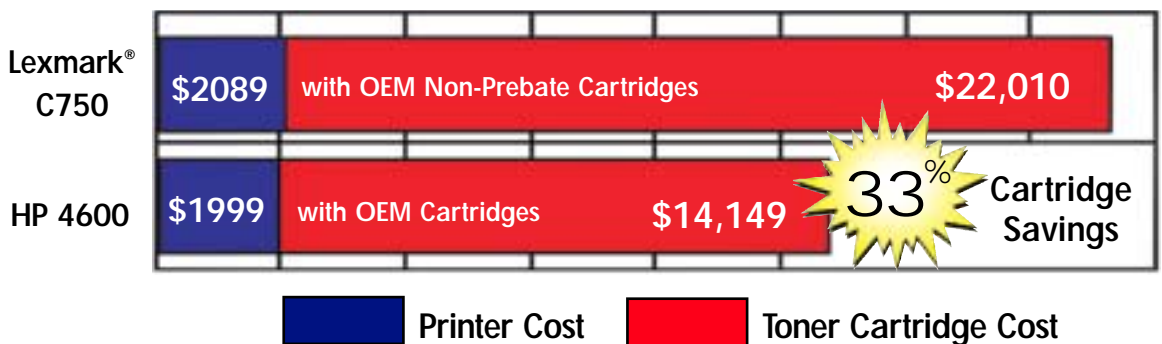


The HP Color LaserJet® 4600 printers deliver high-quality color laser printing at the same speed as black and white. The efficient, simple design offers easy networking, management, and maintenance features so the entire workgroup can benefit from in-house color printing that gets results.

- Print color as fast as black-and-white - documents print at speeds up to 17 pages per minute
- HP's direct color printing technology delivers superlative, cost-effective color output - with consistent color print quality, wide color gamut, realistic skin tones, and crisp black text that rivals monochrome printers

Printer Acquisition vs. 5-Year Toner Cartridge Costs*

HP Color LaserJet® 4600 vs. Lexmark® C750
50,000 Annual Pages



* Printer acquisition cost and toner cartridge costs based on published web pricing from Hewlett-Packard and Lexmark as of August 4, 2003. 5-year toner cartridge costs based on manufacturer's rated page yield at 5% coverage per color, 25,000 color pages and 25,000 monochrome pages printed yearly. Toner cartridge costs consist of cyan, magenta, yellow and black toner cartridges. No other costs including maintenance kits, fuser kits, paper, or service costs are included.

LaserJet® 4300

Setting New Standards in Workgroup Monochrome Printing

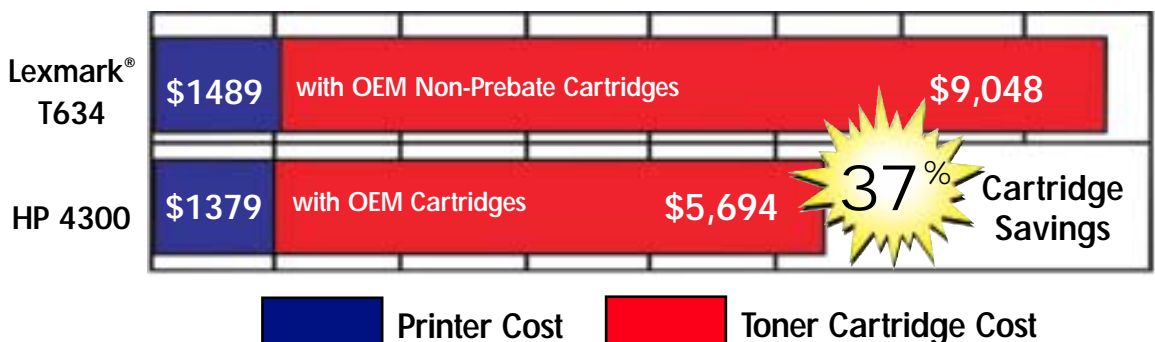


The HP4300 printer offers faster, more powerful printing and a higher duty cycle with print speeds of 45 ppm. Customize the printer to fit your ever-changing business needs by adding networking and a variety of paper-handling and finishing accessories.


- Fast printing increases productivity - maximize efficiency with ultra-fast printing of 45 ppm for letter-size documents
- Lowest cost-per-page printing costs in its class with the 18,000 page Q1339A toner cartridge.

Printer Acquisition vs. 5-Year Toner Cartridge Costs*

HP LaserJet® 4300 vs. Lexmark® T634
100,000 Annual Pages



* Printer acquisition cost and toner cartridge costs based on published web pricing from Hewlett-Packard and Lexmark as of August 4, 2003. 5-year toner cartridge costs based on manufacturer's rated page yield at 5% coverage, 100,000 pages printed yearly. Toner cartridge costs consist of replacement monochrome toner cartridge. No other costs including maintenance kits, fuser kits, paper, or service costs are included.



Only HP Guarantees Your Right of Choice in Printer Supplies

Summation of media statements made by

HP Senior VP of Printer Supplies

Pradeep Jotwani in February 2003.