



HP Provides Customers Desktop Solutions that are Designed with the Environment in Mind

PALO ALTO, Calif., June 2, 2009 – HP today announced that [Guidance](#), an e-commerce and web development company, is using energy-saving HP desktops, displays and servers to help it reach its environmental sustainability goals.

HP has been Guidance's primary IT hardware provider since 2007, the same year the Marina del Rey, Calif.-based company began modifying its business practices to operate as an environmentally-aware company. Besides pledging to become a 100 percent carbon-neutral company by 2009 and to create a green committee responsible for educating employees and the community about environmentally-friendly workplace practices, Guidance vowed to gradually replace its office equipment with energy-efficient alternatives.

Guidance achieved carbon neutrality a full 18 months ahead of schedule. Among the changes implemented, Guidance launched its green committee (Guidance Green) in March 2007 and replaced most of its computers with HP's energy-efficient dc7700 and dc7800 desktops.

"HP is empowering customers to meet their environmental goals with commercial products and services that are designed with materials that minimize environmental impact and increase energy efficiency," said Anneliese Olson, Worldwide Product Marketing, Business Desktops, Personal Systems Group, HP. "We're proud to provide smart solutions that make it practical and easy for our customers to be green – from the desktop to the data center."

When Guidance decided to expand on its green initiatives to engage e-commerce clients interested in greening their IT infrastructures, it immediately looked for energy-efficient servers in HP's product line, quickly finding HP ProLiant DL360 G5 and DL380 G5 servers. Guidance offsets the servers' electricity-related CO₂ emissions by purchasing renewable energy credits made from wind and biomass sources located throughout the United States.⁽¹⁾ Guidance provides 100 percent carbon-neutral hosting solutions.⁽²⁾

"We chose HP because we wanted computers that were energy-efficiency rated," said Jon Provisor, chief technology officer and Guidance co-owner. "It turns out that in addition, our application developers enjoy the speed, power and reliability of the HP tools, which ultimately enable them to code in a more efficient and stable environment."

More information about Guidance's services and its green commitment is available at <http://www.guidance.com>. HP's case study on Guidance is available at <http://www.hp.com/go/success>.

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About Guidance

Since 1993, Guidance (www.guidance.com) has helped companies seize opportunities and solve problems through the innovative and practical use of technology. Guidance designs, builds and maintains eCommerce websites for retailers that are pure-play online or multi-channel – creating captivating experiences so consumers will buy more, come back often and value greater engagement with the retailer. Guidance's systems facilitate \$500 million in online sales every year. Members of the Guidance team are seasoned professionals, passionately committed to providing technical leadership and powering ingenuity. Key clients include Foot Locker, GEARYS Beverly Hills, Relax the Back, Salvation Army, and many others. Partners include: Microsoft, AspDotNetStorefront, Mediachase and Telligent. Guidance is based in Marina del Rey, Calif.

About HP and the environment

For decades HP has been an environmental leader, driving company stewardship through its HP Eco Solutions program, which spans product design, reuse and recycling as well as energy and resource efficiency. HP influences industry action by setting high environmental standards in its operations and supply chain, by providing practical solutions to make it easier for customers to reduce their climate impact and through its research on sustainability solutions that support a low-carbon economy. More information is available at <http://www.hp.com/ecosolutions>.

About HP

HP, the world's largest technology company, simplifies the technology experience for consumers and businesses with a portfolio that spans printing, personal computing, software, services and IT infrastructure. More information about HP (NYSE: HPQ) is available at <http://www.hp.com/>.

⁽¹⁾ Guidance announced that the company achieved carbon neutrality in 2007 on Jan. 15, 2008. News release available at <http://www.guidance.com/files/newsroom/20080115.pdf>.

⁽²⁾ Green Mountain Energy presented Guidance with the Certificate of Renewable Energy Credits on Sept. 30, 2008.

