



HP Expands Trade-in Program, Offers Free Recycling to U.S. Customers

Consumers receive cash for reusable technology equipment

PALO ALTO, Calif., Jan. 6, 2009 – HP today introduced a program that offers consumers in the United States a simple way to receive cash for their unwanted technology equipment or, if there is no value, to recycle it.

The HP Consumer Buyback and Planet Partners Recycling Program aims to reduce the amount of electronics in landfills by refurbishing technology for further use or safely recycling it.

Through the program, consumers can receive cash back for their unwanted PCs, monitors, printers, digital cameras, PDAs (personal digital assistants) and smartphones of any brand. If there is no value, consumers can responsibly recycle their HP and Compaq-branded products for free.

The HP Consumer Buyback and Planet Partners Recycling Program is a service provided to HP customers through [Market Velocity Inc.](#) More information on how to receive a quote for, or recycle, unwanted technology equipment is available at www.hp.com/go/ConsumerBuyback.

“As part of the HP Eco Solutions program, we offer practical solutions that make it easy for customers to go green,” said Tony Prophet, senior vice president, Worldwide Supply Chain Operations, HP. “The HP Consumer Buyback and Planet Partners Recycling Program is yet another example of HP’s longtime commitment to reducing environmental impact by providing a convenient way for customers to responsibly recycle electronics.”

HP has been offering recycling services to customers of all sizes since 1987 and officially launched the [HP Planet Partners](#) return and recycling program for HP LaserJet print cartridges in 1991. Since the inception of HP Planet Partners, more than 197 million [HP LaserJet and inkjet print cartridges](#) have been returned and recycled worldwide. More information about HP’s recycling program is available at <http://www.hp.com/recycle>.

HP has taken back more than [1 billion pounds](#) of electronic equipment and is on track to reach its goal of 2 billion pounds recovered by 2010. The new Consumer Buyback program is an expansion of HP Planet Partners return and recycling program.

How to participate

The HP Consumer Buyback and Planet Partners Recycling Program makes it easy to be rewarded for unwanted technology equipment or dispose of it in an

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environmentally responsible way. Follow these steps to participate in the program:

1. Visit www.hp.com/go/ConsumerBuyback.
2. Enter the required product information (brand, model, specs, etc.).
3. Receive an instant buyback quote, net of shipping costs, if there is value.
4. If there is residual value, simply box up the product, apply the shipping label provided by HP and drop it off at a local UPS location.
5. Once HP receives the package and checks the integrity of the product, it will mail a check.

If the product does not have residual value, HP will recycle HP and Compaq-branded products for free. Simply box up the product, apply the provided label and drop it off at a local UPS location. For an additional fee, home pickup of products is available.

"Market Velocity has been managing the HP Trade-in Program for seven years and is pleased to be expanding the program to include the Consumer Buyback and Planet Partners Recycling Program," said Mark Eigenbauer, president, Market Velocity. "Market Velocity is proud to be chosen by HP to manage this compelling new program, which clearly demonstrates HP's commitment in providing environmentally sound solutions for their customers."

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/>.

Note to editors: More news from HP, including links to RSS feeds, is available at <http://www.hp.com/hpinfo/newsroom/>.

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