



HP Agreement makes LITE-ON IT No 1 supplier in the Global ODD (Optical Disc Drive) Market.

January 14th 2005. The Hewlett-Packard Company and Lite-On IT Corporation, announced today that they have struck a deal to deliver top-quality next generation HP-branded DVD writer solutions to the worldwide market.

This agreement authorizes Lite-On IT as sole agent for HP branded DVD writers with responsibility for all aspects of bringing DVD solutions to the consumer and commercial marketplace. In short Lite-On IT will manufacture, qualify, market, support and distribute HP-branded optical drive solutions under HP's strict quality and branding standards.

Combining the strength of the HP as the No 1 brand in the consumer desktop, portable and printing market with Lite-On IT's long-term experience in the DVD market, plus its strong channel presence this move will increase the companies focus on the consumer market while continuing to serve HP's corporate customers to the highest standard.

Lite-On IT will use its own established EMEA channels to distribute HP branded DVD drives in whilst HP will retain ownership of the product roadmap, go-to-market plan, and customer satisfaction. HP will participate in customer meetings and will test and qualify all optical drive solutions to ensure a high-quality product, and HP will continue to invest in research and development and provide intellectual property for future products. All future products will continue to be protected under the HP brand with HP standards of quality and testing.

Whilst HP's current portfolio of DVD writer solutions will continue to be managed through HP's traditional processes until their end of life, Lite-On IT will begin the sell-in process for the next generation of DVD writers featuring the **new LightScribe technology**.

The first HP-branded DVD writer products from this agreement will be introduced throughout Europe in the first quarter of 2005, commencing with the dvd640i DVD Writer

a LightScribe enabled, 16X, double-layer, dual-format DVD writer shipping imminently and due to be on shelf in March 2005.

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Lite-On IT's next generation product ranges will be on display this March 10-16 at CeBIT, Hall 21, nr A06. Information and invitations will be available from the press office in due course.

Notes to Editors: The complete company history / profile and product portfolio are available as separate documents on request from the press office. If you are interested in reviewing any item for your publication we have available a limited number of review samples for your team to test on request from the press office. Please see www.tru-pr.co.uk/press password Lite-On2004 for assets.

About LITEON IT: Floated on the Taiwan stock exchange in 2001 and founded in 1995, Taipei-based LITEON IT have grown to become the Worlds 4th largest optical device manufacturer, setting the standard in providing CD/DVD players and recorders in both the consumer and PC markets. Recognized for their cutting-edge technology and quality, LITEON IT have consistently delivered a range of superior performance, cutting-edge, quality ODD products into the consumer electronics sector and won supply contracts with many leading PC manufacturers such as Dell see www.liteonit.com for further information.

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About HP: HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. For the four fiscal quarters ended Oct. 31, 2004, HP revenue totaled \$79.9 billion. More information about HP (NYSE, Nasdaq: HPQ) is available at www.hp.com.

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