



**PRESS RELEASE**

Paris, June 24<sup>th</sup>, 2011

**David Guetta signs a 360° partnership with HP as part of the launch of the "HP TouchPad".**

*A campaign created by the new brand & musical endorsement agency,  
MY LOVE AFFAIR*

My Love Affair, a company just launched by Cathy Guetta and Raphael Aflalo, is rolling out an international marketing effort for HP (NYSE: HPQ) featuring David Guetta in a cross-media campaign.

Starting fall of 2011, the famous DJ producer will showcase the HP TouchPad throughout several marketing activities, including a TV commercial, print and billboard advertising, which will be the backbone of the marketing campaign designed by My Love Affair.

David Guetta will also develop his own mixing application allowing fans to access exclusive content.

The artist's involvement in the launch will not stop there – the HP TouchPad, running HP's webOS operating system, will also appear in his next two videos. This exposure will be especially important for HP, since David Guetta's videos are viewed an average of 100 million times on his YouTube channel, not to mention the many times they run on TV around the world.

David Guetta is one of the most active artists on social networks, with 20 million fans on Facebook and more than 1.3 million followers on Twitter. He will inform his fans regularly about events related to his partnership with HP through posts and tweets.

For Cathy Guetta and Raphael Aflalo, co-founders of My Love Affair: "This ambitious partnership with HP illustrates one of the key objectives of My Love Affair: creating connections that make sense between a brand and an artist in order to give fans the best in terms of content and events while bringing the brand naturally into the artist's world."

"David Guetta is an international music star. His reputation and his influence on social networks make him a great partner for our brand – he is the perfect embodiment of the values we want to convey with webOS and the HP TouchPad: sharing, community spirit and dynamism," said Olivier Gillet, Marketing Director for HP webOS EMEA.

**About HP**

HP creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. The world's largest technology company, HP brings together a portfolio that spans printing, personal computing, software, services and IT infrastructure at the convergence of the cloud and connectivity, creating seamless, secure, context-aware experiences for a connected world. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

Editor's note: Media can access high-resolution images and video in the HP webOS Media Library at [www.hpwebos.com/mml](http://www.hpwebos.com/mml).

**About My Love Affair**

My Love Affair is the international agency dedicated to pairing artists and brands, created by Cathy Guetta and Raphael Aflalo.

Both experts in their field, music and the digital world, respectively, My Love Affair was launched by Be My Guest Communication Limited.

The agency's catalog will include a long list of artists - in fact, three flagship names are already on board: David Guetta, F... Me I'm Famous and Cathy Guetta.

The company is based in Paris and London, and is expected to expand internationally, thanks to a fundraising effort that involves some of the Internet's biggest names.

More info on [www.my-loveaffair.com](http://www.my-loveaffair.com)

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