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**NEW YORK UNIVERSITY TO AWARD HP EXECUTIVE
VYOMESH (VJ) JOSHI WITH 2009 PRISM AWARD**

NEW YORK, January 28, 2009 — New York University today named Vyomesh (VJ) Joshi, Executive Vice President of the Imaging and Printing Group at HP, the winner of the 2009 Prism Award. The Prism Award is presented annually in recognition of distinguished leadership in the graphic arts and communications industry.

Sponsored by NYU's Master of Arts in Graphic Communications Management and Technology Program, the 2009 Prism Award will be presented to Mr. Joshi during the 24th Annual Prism Award Luncheon on Wednesday, June 24th in New York City. This year's ceremony will be held at the historical Gotham Hall located at 36th Street and Broadway.

Previous NYU Prism Award recipients include: Cathleen Black, president of Hearst Magazines; Richard M. Smith, chairman, editor-in-chief and CEO for editorial and business operations of Newsweek; Antonio M. Perez, president and CEO of Eastman Kodak Company; Anne M. Mulcahy, chairman and CEO of Xerox Corporation; William L. Davis, chairman, CEO and president of R.R. Donnelley & Sons Company; Henri Dyner, president and CEO of Sun Chemical Corporation; Janet L. Robinson, president and general manager of *The New York Times*; and Katharine Graham, chairman and CEO of *The Washington Post*.

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Laura Reid, vice president of Hearst Publishing, and Terry A. Tevis, president of T.A. Tevis & Co. LLC., are co-chairpersons of this year's Prism Committee. Mr. Tevis also serves as a co-chair of the NYU GCMT program's board of directors, an advisory body comprising industry executives from leading companies in the graphic communications field.

The proceeds of the Prism Award Luncheon help fund student scholarships as well as student and program support for New York University's internationally renowned Graphic Communications graduate program, which offers curricula to develop the next generation of industry leaders. In 2008, the program won the ESDF Award for Excellence in Education and Innovation in Higher Education.

Since its inception, the Prism Award Luncheon has raised millions of dollars for education.

The Graphic Communications graduate program is based within the NYU School of Continuing and Professional Studies (www.scps.nyu.edu/gcmt). As one of the University's 15 colleges and schools, NYU SCPS has for over 70 years focused on creating applied professional programs for people who are already in the workforce. In addition to the Graphic Communications Management and Technology program, the school offers industry-focused Master's degrees in areas such as publishing, direct marketing, public relations, fundraising, human resources management, real estate, construction management, hospitality industry studies, tourism and travel management, and sports management.

Tickets for the June 24th Prism Award Luncheon are available from \$750 per person to \$6,000 for a Sponsor's Table of eight, and \$10,000 for a Co-Chairmanship (which includes a dais seat as well as a table of eight). Reservations and additional information are available from the NYU SCPS's Office of Special Events. Please contact Anna Condoulis at 212-998-7003, by fax at 212-995-4130, or by e-mail at ac5@nyu.edu.

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EDITORS NOTE: *A biography and photo of Mr. Joshi are attached.*

VYOMESH (VJ) JOSHI
Executive Vice President
Imaging and Printing Group
HP

Vyomesh (VJ) Joshi is executive vice president of the Imaging and Printing Group (IPG) at HP. IPG is a \$29 billion annual business that encompasses inkjet, LaserJet and commercial printing, as well as printing supplies, digital photography, entertainment, graphics and managed services.

In the last seven years, under VJ's leadership, IPG has grown revenue from \$19 billion to \$29 billion and doubled its operating profit to more than \$4 billion. VJ spearheads HP's drive to become not merely the world's premier printer company, but the world's premier printing company.

HP has been the worldwide market leader in printing since introducing its first inkjet and LaserJet printers in 1984. The company has sold more than 400 million inkjet printers since then and, in 2006, shipped its 100 millionth LaserJet printer. HP's imaging and printing intellectual property portfolio includes more than 12,500 patents worldwide.

VJ joined HP in 1980 as a research and development engineer and has held various leadership positions. He holds a master's degree in electrical engineering from Ohio State University. VJ has been a member of the Yahoo! board of directors since 2005.

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