



September 4, 2012

BBC Worldwide Americas Partners With CafePress to Bring Fan-Favorite Doctor Who to Online Shop

Licensing Agreement Enables Fans to Celebrate Highly Anticipated 50th Anniversary of Doctor Who Series With Unique Branded Merchandise

LOUISVILLE, Ky., Sept. 4, 2012 (GLOBE NEWSWIRE) -- [CafePress Inc.](#) (Nasdaq:PRSS), The World's Customization Engine™ today announces its new partnership with BBC Worldwide Americas to bring exceptional [Doctor Who](#)-branded apparel and gifts to fans in North America via CafePress' e-commerce store. With the 50th Anniversary of **Doctor Who** approaching in November 2013 as well as the premiere of the new season that premiered September 1st on BBC AMERICA, fan interest in the show has never been higher. *Doctor Who* recently was on the cover of Entertainment Weekly, making it the first British TV series to earn the cover. This partnership, which will extend through December 2014, will give eager *Doctor Who* fans a chance to show and share their love for the iconic brand.

As part of this new partnership, CafePress and BBC Worldwide Americas will bring unique **Doctor Who** items featuring some of the show's most popular characters, images and themes. Products available for purchase will range from "Bow Ties are Cool" (in honor of Matt Smith's portrayal as the Eleventh Doctor) and [Cybermen t-shirts](#) to [TARDIS hoodies](#). Through this partnership, new designs will be released regularly to celebrate constantly evolving Doctor Who phenomena as well as milestones for the show. Fans will also have the print-on-demand option, where they can order the size, color, fashion body and graphic to suit their taste.

"*Doctor Who* fans span several generations and we're genuinely excited to be part of this phenomenon and make this shop available to such loyal and passionate supporters," says Marc Cowlin, Director of Marketing at CafePress. "Whovians can prepare themselves to celebrate the pending 50th Anniversary of the show with truly unique gear."

The international iconic brand and television hit **Doctor Who** is the longest-running sci-fi series in the world and continues to earn critical acclaim as BBC AMERICA's highest rated series. From award-winning lead writer and executive producer Steven Moffat (*Sherlock*, *The Adventures of Tintin*) and starring Matt Smith as the Eleventh Doctor, **Doctor Who** was the #1 downloaded series on the iTunes store for 2011 in North America and has been featured on NBC's *Today Show*, CBS's *The Late Late Show with Craig Ferguson* and G4's *Attack of the Show*. Matt Smith and the cast came to San Diego Comic-Con 2012 for the second year in a row, filling Hall H with over 6,500 fans for an exciting panel that offered hints to the upcoming seventh season premiere.

For more information, and to shop for *Doctor Who* merchandise, visit <http://shop.cafepress.com/doctorwho>

About CafePress [PRSS]:

[CafePress](#) is The World's Customization Engine™. Launched in 1999, CafePress empowers individuals, groups, businesses and organizations to create, buy and sell customized and personalized products online using the company's innovative and proprietary print-on-demand services and e-commerce platform. Today, CafePress' portfolio of e-commerce websites include CafePress.com, CanvasOnDemand.com, GreatBigCanvas.com, Imagekind.com, InvitationBox.com, and Logosportswear.com.

The CafePress logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=12183>

About BBC Worldwide Americas:

BBC Worldwide is the main commercial arm and a wholly-owned subsidiary of the British Broadcasting Corporation (BBC). BBC Worldwide Americas brings together all of BBC Worldwide businesses across North and South America. The company exists to maximize the value of the BBC's assets for the benefit of the UK license payer, and invests in public service programming in return for rights. The company has five core businesses: Channels, Content & Production, Sales & Distribution, Consumer Products and Digital. Under these businesses fall two key brands in the U.S. — digital cable channel BBC AMERICA and BBC Worldwide Productions, the production arm responsible for the smash hit *Dancing with the Stars*.

CONTACT: Media Contact

Marc Cowlin

650.655.3039

pr@cafepress.com