

## Tiny Prints Opens New Home on Shutterfly.com Offering Customers New Luxe Stationery Designs from Prominent Artists and Seamless Access to Shutterfly's Free Unlimited Photo Storage, Personalized Products

*With a Continued Commitment to Helping Families in Need, Tiny Prints Pledges a Higher Percentage from Its Birth Announcement Sales to Be Donated to Non-Profit Baby2Baby*

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Tiny Prints, the leader in premium personalized stationery, is proud to share a new home with Shutterfly, its sister brand since 2011. At [www.shutterfly.com/tinyprints](http://www.shutterfly.com/tinyprints), customers can enjoy the luxe stationery designs they have come to count on from Tiny Prints, plus seamless access to Shutterfly's free unlimited photo storage and their wide range of photo books, personalized gifts, home décor collections, all with the convenience of a single login.

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- | Justina Blakeney is a designer, artist and author of the New York Times best-selling book *The New Bohemians*. Her signature designs are seeded with botanicals and bright colors and add a fun, wild and boho vibe to everyday stationery.

"We are pleased to announce the launch of the new Tiny Prints home on Shutterfly, as well as the new Tiny Prints Limited Edition Collection," said Christopher North, president and chief executive officer of Shutterfly, Inc. "This move offers our customers the same Tiny Prints premium stationery they love, with the added convenience of a single login and access to a breadth of personalized Shutterfly products across the platform. The Limited Edition Collection also further reinforces our commitment to industry leading design and artistry."

Also, continuing its long-term tradition of giving back, today Tiny Prints increased its commitment to [Baby2Baby](http://www.baby2baby.org) by pledging 10 percent of sales\* from its birth announcements to go directly to the non-profit that provides low-income children, ages 0 to 12 years, with diapers, clothing, and all the basic necessities every child deserves. For the fourth year, Tiny Prints has been instrumental in the growth of Baby2Baby, allowing the organization to distribute more than 13 million diapers, 162,000 hygiene products, 80,000 pairs of shoes, 60,000 backpacks, thousands of cribs, car seats, strollers and other essentials.

"We're honored to continue our partnership with Baby2Baby and support its mission through a higher percentage of sales

With a renewed emphasis on exceptional designs, today also marks the debut of Tiny Prints [Limited Edition Collection](#), a curated selection of designs by celebrated artists, available for a limited time only. The debut collection features beautiful personal stationery from Tobias Tovera, Stina Persson and Justina Blakeney.

- | Tobias Tovera is an American visual artist recognized for his work in painting and the sensory surrounds of his multi-media installations. A San Francisco Bay Area local, his paintings explore color and movement, making it the perfect backdrop for luxe foil lettering.
- | Stina Persson is a Swedish artist, who strives to balance the bold with the delicate, creating a dynamic aesthetic that translates beautifully on paper. She has spent much of her adult life abroad and draws her inspiration from people and faces around her.

from our birth announcements, as it allows Tiny Prints and our customers to help make a meaningful difference in the lives of many in need," said John Boris, chief marketing officer of Shutterfly, Inc.

From stylish stationery to personalized photo books, gifts and home décor, connecting with loved ones with custom creations has never been easier. To shop the new Tiny Prints stationery boutique, visit [www.shutterfly.com/tinyprints](http://www.shutterfly.com/tinyprints).

\*maximum of \$300,000 donation

About Shutterfly, Inc.

Shutterfly, Inc. is the leading online retailer and manufacturer of high-quality personalized products and services. Founded in 1999, the Shutterfly, Inc. brands include Shutterfly®, where your photos come to life in photo books, gifts, and cards and stationery with premium offerings in its Tiny Prints® boutique; Wedding Paper Divas®, wedding invitations and stationery for every step of the planning process; BorrowLenses®, the premier online marketplace for photographic and video equipment rentals; and GrooveBook™, an iPhone and Android app and subscription service that prints up to 100 mobile phone photos in a GrooveBook and mails it to customers every month. For more information about Shutterfly, Inc. (SFLY), visit [www.shutterflyinc.com](http://www.shutterflyinc.com).

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