



Shutterfly Introduces Private Video Sharing Service for Its Award Winning Share Sites

Company Enhances Memory Sharing Experience by Enabling an Easy Way for Friends, Families and Groups to Post Personal Videos

REDWOOD CITY, Calif., Jun 15, 2009 (BUSINESS WIRE) -- [Shutterfly, Inc.](#) (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced the launch of Shutterfly Video, which makes it easy to [share video](#) privately and safely with friends, family members and groups on Shutterfly Share sites. Powered by Motionbox, Shutterfly Video enables users to upload and post video clips from their digital camera or camcorder to their own private or public Shutterfly Share sites.

"Customer feedback is critical to us as we continue to enhance our industry leading products and services," said Jeffrey Housenbold, president and chief executive officer of Shutterfly. "The number one request from customers regarding Shutterfly Share sites was video and we are proud to partner with Motionbox to deliver this capability with today's announcement."

With Shutterfly Video, users can upload and post up to 10 free video clips to their [personalized websites](#). Users have the option to upgrade to a Premium video account, which gives them unlimited [video sharing](#) and storage at an introductory annual subscription fee of \$29.99. Premium video account users also will enjoy HD-quality playback, higher file size limits and video downloads. All videos can be easily shared to social networking sites like Facebook, MySpace, Twitter and Blogger.

Shutterfly members have created more than one million Share sites, making it an easy and popular way to privately connect and communicate with family and friends. Shutterfly Share sites are a personal online destination where members can post photos, share news, take polls, create a community calendar, add widgets like weather and more. Because Share sites allow members to communicate and collaborate online, they are perfect solutions for families, sports teams, weddings, clubs, classrooms, travelers and other groups. Share site creators control privacy and security limits by password protecting their site and designating whether site visitors can view, contribute to or edit the site. Members can also post their own Shutterfly photo book creations and visitors can download and/or order prints from the sites.

For more information on Shutterfly Video, visit:

<http://www.shutterfly.com/free-video-sharing/share-videos.jsp>

For more information on Shutterfly Share sites, visit:

<http://www.shutterfly.com/nav/signedOutShare.sfly>

About Shutterfly

Founded in 1999, Shutterfly, Inc. is an Internet-based social expression and personal publishing service. Shutterfly provides high quality products and world class services that make it easy, convenient and fun for consumers to preserve their digital photos in a creative and thoughtful manner. Shutterfly's flagship product is its award-winning Photo book line, which helps consumers celebrate memories and tell their stories in professionally bound coffee table books. More information about Shutterfly (NASDAQ:SFLY) is available at www.shutterfly.com. Shutterfly and Shutterfly.com are trademarks of Shutterfly, Inc.

About Motionbox

Motionbox enables individuals and families to easily upload, edit, store, and share their personal video memories, including those that have been captured in High Definition. In addition to free membership options on Motionbox.com and via partners such as Shutterfly, Bebo, and AOL Video, Motionbox provides a subscription-based Premium service featuring HD playback and sharing, unlimited archival storage, and download capabilities. Motionbox also offers hard-good products that allow consumers to enjoy personal videos beyond devices and computers. Visit <http://www.motionbox.com/> for more information.

SOURCE: Shutterfly, Inc.

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