



## Shutterfly Showers Moms with New Additions to Its Baby Stationery Collection

### *New Designs and Mommy Calling Cards Join Suite of Baby Products that Help Announce and Celebrate a New Bundle of Joy*

REDWOOD CITY, Calif., Jun 22, 2009 (BUSINESS WIRE) -- [Shutterfly, Inc.](#) (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced an array of new arrivals - from [baby shower invitations](#) and [birth announcements](#) to mommy calling cards and even a baby themed microsite - that helps take your baby from ultrasound to ultrakid while you capture every special moment in between.

Shutterfly's new offerings for baby include additions to its popular line of [designer baby stationery](#) - flat photo and non-photo cards, printed on premium 30% post-consumer waste cardstock and paired with high quality envelopes. In total, the newly expanded collection includes 44 baby shower invitations, 93 birth announcements and 15 baby's [first birthday invitations](#), with a select number of coordinating thank you cards, address labels and gift tags. In addition, Shutterfly today launches its [personalized calling cards](#). Great to hand out at park visits, play dates, school functions or on the go, with more than 45 designs to choose from, moms can include their contact information on personalized calling cards that fit their style.

With the new [baby stationery](#), Shutterfly expands its relationship with popular designers Erin Condren, Fresh Lemonade and Stacy Claire Boyd, as well as newcomer Petit Tresor. Additionally, the Company signed an exclusive licensing relationship with designer Stacy Claire Boyd to create a new line of baby stationery designs and more.

Shutterfly today also announces its new baby microsite, [www.shutterfly.com/baby](#), which provides moms with helpful tips for photographing babies and children, choosing the right birth announcement, creating modern [baby photo books](#) and more. The site also features the "What's in a Name" baby card finder, which lets moms enter their baby's name and offers stationery ideas to suit that style.

"The arrival of a new baby can be overwhelming," said Stephanie Roeder, Shutterfly's card stylist. "Shutterfly is a great resource for everything you need to help celebrate your baby in style - from announcing your pregnancy to [sharing your baby's first photos](#) or updating friends and family on happenings at school; moms can feel confident that photos are safely stored by Shutterfly."

**Shower Mom with Love:** From classic to modern and everything in between, Shutterfly's extensive line of non-photo [baby shower invitations](#) offer something for every glowing mom-to-be. Coordinating thank you cards and address labels provide that added special touch.

**Roll Out the Pink (or Blue) Carpet:** From free Shutterfly Share sites that allow parents to quickly and easily add their baby's first photos and news to sending gorgeous birth announcements that suit every taste, Shutterfly is the place for debuting your baby to the world. Shutterfly members can now upload their baby's videos along with their pictures to a private Shutterfly Share site, a personal website where parents can safely share photos and videos with family and friends.

**Don't Miss a Thing:** Preserve the most cherished moments and track your child's special milestones in a beautiful photo book. Shutterfly has thousands of combinations of cover options, page layouts, themes, fonts and editing styles to make a book truly your own. Create a book themed around your baby's name and include captions like what the name means, famous people with the same name, nicknames and "what we didn't choose." Or get inspired by what other customers have done at the Shutterfly Gallery and choose to "make one like this," which allows you to use their book template as a starting point.

For more information on Shutterfly's complete line of baby products and services, visit: <http://www.shutterfly.com/baby>.

### **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.

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