



Shutterfly Expands Its Wedding Stationery Collection

Company Offers Gorgeous, Affordable Solutions for Today's Bride: From Classic to Modern; Photo and Non-Photo Designs

REDWOOD CITY, Calif., Jun 29, 2009 (BUSINESS WIRE) -- [Shutterfly, Inc.](#) (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced new additions to its [wedding stationery](#) collection, including bridal shower invitations, save-the-dates, thank you cards and address labels. Ranging from classic to modern, photo or non-photo designs, Shutterfly's new wedding stationery offers something for every bride-to-be.

"Because a wedding is a once-in-a-lifetime event, brides place a high priority on expressing their personal style and taste in every aspect of the planning," said Stephanie Roeder, Shutterfly's card stylist. "We created Shutterfly's new wedding stationery line with this in mind. We want to give brides-to-be elegant choices and chic designs at affordable prices, to show them they needn't sacrifice style and quality when selecting save-the-dates, invitations and other wedding-related stationery items."

Shutterfly's new wedding stationery includes 46 photo and non-photo [save-the-dates](#) in two card sizes, either 5"x7" or 4.5"x5.5", and 40 non-photo [bridal shower invitations](#). Many of the save-the-dates and invitations include matching [wedding thank you cards](#) and [address labels](#) to complete the perfect look. Always on trend, Shutterfly's wedding stationery offerings include not only bold colors like lime, orange and bright pink, but also soft pinks, blues and greens for the more traditional bride. There is also a wide variety of silhouettes and nature-inspired themes for those planning destination weddings. For the modern bride, fresh new patterns updated with on-trend colors offer a simple choice. The new styles are from popular designers including Stacy Claire Boyd, Erin Condren, Tag & Co and Whitney English. As with all Shutterfly merchandise, the wedding stationery collection is supported by the Company's award-winning customer service including one of the fastest turnaround times in online [personalized stationery](#).

Beyond offering smart, stylish and simple stationery solutions, Shutterfly is the one-stop web destination for today's classic and modern bride to help them celebrate and preserve their memories. At Shutterfly, it's quick and easy to create a free, [personalized wedding website](#). With Shutterfly Share sites, couples can share courtship details, wedding and honeymoon photos, create and update a wedding countdown calendar, post news, share videos and even notify guests about the weather on the big day. What's more, designated friends and family can upload their own photos from the wedding festivities to the Share site, so all of the couple's photo memories are safely stored in one password-protected place. Shutterfly also offers custom [wedding photo books](#) to help couples preserve their wedding day memories.

For more information on Shutterfly's complete line of wedding solutions, visit: www.shutterfly.com/wedding.

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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=5994341&lang=en>

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