



Shutterfly Partners with Our365 to Celebrate New Arrivals

Leading Photo Service and Top In-Hospital Newborn Photography Company Share Baby's First Smile

REDWOOD CITY, Calif., Jul 07, 2009 (BUSINESS WIRE) -- [Shutterfly, Inc.](#) (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced a partnership with the largest provider of in-hospital baby portraits, [Our365, Inc.](#) Through the partnership, new moms nationwide will have access to special Shutterfly offerings tailored to commemorate and share their babies' many memorable moments.

"Shutterfly has established itself as a trusted resource among new moms looking to capture, share and commemorate those precious moments surrounding the birth of a child," said Doug Galen, senior vice president, business and corporate development at Shutterfly. "Now, by partnering with Our365, Shutterfly can offer millions of America's new parents special access to its award-winning baby products, including [birth announcements](#), [photo books](#) and [Share sites](#), helping them to elegantly share their babies' first photos with family and friends."

"Our365 takes great pride in professionally capturing that special first portrait for nearly two million newborns each year," said Darcy Miller, president and CEO of Our365.com. "Through our partnership with Shutterfly, we are excited to offer new parents and family members a way to share and preserve all the photos that follow the first portrait in the days and years to come."

Through the Shutterfly/Our365 partnership, participating families who had professional Our365 Newborn Portraits taken will receive special discounts at Shutterfly.com in-hospital, via email and through direct mail. As with all Shutterfly customers, Our365 moms will have access to Shutterfly's safe, secure and free unlimited photo storage. Additionally, through Shutterfly's dedicated baby store, parents have access to helpful tips like how to capture candid moments, choose the right [birth announcement](#), create a modern [baby photo book](#) and even design a [family Share site](#).

For more information on Shutterfly's baby offerings, visit 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.

About Our365

Our365, Inc. is America's four leading hospital baby photo companies -- Baby Prints, Growing Family, Hospital Baby Portraits and That's My Baby -- combined to create the country's largest provider of high quality and unique in-hospital baby portraits. Our365 takes the first official portrait of nearly 2 million newborns every year in partnership with some 2,100 hospitals in the United States and offers a variety of baby photo products such as birth announcements, keepsakes and gifts. In addition to Newborn Portraits, Our365 offers an in-home photography service for growing babies.

SOURCE: Shutterfly, Inc.

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