



Shutterfly Scores in Top 100 on Internet Retailer's 500 List for the Third Consecutive Year

REDWOOD CITY, Calif., Aug 03, 2009 (BUSINESS WIRE) -- Shutterfly, Inc. (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced that it has been ranked 69 on the Internet Retailer's 500 list, the listing of America's largest e-tailers. Shutterfly's rank increased from 76 to 69 in 2008 based on total net revenues of \$213.5 million. Net revenue was up 14% from 2007, helping Shutterfly climb in rankings.

"We are thrilled to continue our climb in Internet Retailer's top 500 rankings again this year," said Jeffrey Housenbold, president and chief executive officer of Shutterfly. "Our continued success, even in this challenging economic climate, is directly tied to our close communication with our customers and our commitment to provide them with the most innovative, high quality products and services for sharing and preserving their treasured memories."

"Shutterfly moved up seven spots in the Top 100 this year and ranked as the 69th largest retailer in the Top 500 because they continue to innovate and find a market for their online photo services and social expression products," said Kurt Peters, editor-in-chief of Internet Retailer. "They are building a solid e-commerce base that's reflected by their upward movement on our Top 100 list."

Internet Retailer's definitive ranking and analysis of America's 500 largest e-retailers is based on annual 2008 Internet sales, researched by Internet Retailer and confirmed by retailers. This report includes company financial, operational and performance data, as well as vendors in 18 key categories.

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 Internet Retailer

Published by Chicago-based Vertical Web Media LLC, Internet Retailer is a monthly national business magazine, web site conference and directory that serve the retailing community. The Internet Retailer family of products focuses on the Internet's vital role in a wide array of retailing activities, including web merchandising, supply chain management and multi-channel integration. Its 40,000+ subscribers are senior executives primarily from retail chains, independent stores, catalogs, virtual merchants and brand name manufacturers. Internet Retailer's circulation represents the largest multi-channel readership base of any retailing magazine. The magazine also publishes the most widely read e-mail newsletter in retailing, IRNewsLink, which is distributed twice-weekly to 35,000 opt-in subscribers, operates the largest retailing information web site, InternetRetailer.com, sponsors the largest conference in the e-retailing industry and publishes an annual ranking of the 500 largest web sites.

SOURCE: Shutterfly, Inc.

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