



Shutterfly Reminds Travelers to Make the Most of Summer Photos While Memories Are Fresh

Shutterfly Offers Trip Photography Tips; Free Prints; Sweepstakes to Win Caribbean Getaway

REDWOOD CITY, Calif., Aug 13, 2009 (BUSINESS WIRE) -- August is traditionally the most popular month for summer travel and just in time, [Shutterfly, Inc.](#) (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service offers tips, solutions and more for storing and sharing those vacation snapshots. Whether they're planning or returning from a family vacation, a quick trip or an adventure, Shutterfly's Picture Perfect Summer microsite (www.shutterflypictureperfectsummer.com) provides suggestions for consumers on everything from the best light for the best pictures, to how to complete fun, vacation-themed "picture projects." In addition, site visitors can earn free prints for taking advantage of Shutterfly's summer deals, including registering for the Shutterfly Dream [Vacation Sweepstakes](#). The grand prize is airfare and seven nights in the Caribbean at Moon Palace Casino, Golf & Spa Resort, provided by Orbitz.com.

"We know that many travelers return from summer vacation with a wealth of photos to share, yet everyday life often intervenes before they get that opportunity," said Peter Elarde, chief marketing officer at Shutterfly. "We built Shutterfly's Picture Perfect Summer site to help encourage people to make the most of their memories today, whether that's telling their travel story in a [photo book](#) or swapping summer images with family and friends on a [Shutterfly Share site](#)."

[Shutterfly's Picture Perfect](#) microsite offers helpful hints and solutions organized by trip type: family trip, quick trip and adventure.

Three easy tips for capturing the Picture Perfect Summer:

Get the entire family involved

- Pass around the camera- a four year old can offer a surprisingly unique perspective for the trip [photo book](#).

Celebrate every moment

- Everyone loves a beautiful sunset or the iconic shot of the Empire State Building. But don't forget to capture the less thrilling moments too, like getting packed, being on the plane or goofing off at a hotel or campsite.

Get perspective

- How many pictures can you have of travel companions in a row in front of the mountain they're about to scale? Break up the monotony by capturing people on different levels - some standing, and some squatting.

Within each trip type section of Shutterfly's Picture Perfect microsite, visitors are awarded [free prints](#) for different activities. Upload photos and enter the sweepstakes and win 10 free prints. Create a photo book with free shipping for a limited time and earn 100 free prints. Or, be awarded 50 free prints and more for adding friends when creating a [Shutterfly Share site](#), with or without [video](#).

To learn about your Picture Perfect Summer and register for Shutterfly's Dream Vacation Sweepstakes visit www.shutterflypictureperfectsummer.com.

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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