



## Shutterfly Acquires Tiny Pictures

REDWOOD CITY, Calif., Sep 14, 2009 (BUSINESS WIRE) -- Shutterfly, Inc. (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, announced today that it has acquired Tiny Pictures, a privately held San Francisco based company, backed by Draper Fisher Jurvetson and Mohr Davidow Ventures. Tiny Pictures develops leading-edge applications and services for picture and video sharing. Tiny Pictures's founder and CEO, John Poisson, along with the Tiny Pictures team, will join Shutterfly.

"I am excited to welcome John and the Tiny Pictures team to the Shutterfly family," said Jeffrey Housenbold, president and chief executive officer of Shutterfly. "I am impressed with their deep understanding of consumer needs and their ability to develop products and services that leverage the unique characteristics of mobile and social environments. Jointly we will leverage one another's strengths to further extend Shutterfly's services and products."

"We are thrilled to be joining forces with a market leading company like Shutterfly," said John Poisson, founder and chief executive officer of Tiny Pictures. "It's a great fit; both Tiny Pictures and Shutterfly share a passion for innovation, quality, and customer service. We look forward to collaborating on new ways for consumers to express themselves and tell their stories on social networks and mobile devices."

### About Shutterfly

Founded in 1999, Shutterfly, Inc. is the leading 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](http://www.shutterfly.com). Shutterfly and Shutterfly.com are trademarks of Shutterfly, Inc.

### About Tiny Pictures

San Francisco based Tiny Pictures develops applications that enable users to share videos and images across mobile networks and social networking platforms. Tiny Pictures's flagship product is Radar (<http://radar.net>), the leading service for real-time sharing of cameraphone photos and videos. More information about Tiny Pictures is available at [www.tinypictures.us](http://www.tinypictures.us).

SOURCE: Shutterfly, Inc.

Shutterfly, Inc.

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