



Shutterfly Elects Brian Swette to Board of Directors

REDWOOD CITY, Calif., Sep 14, 2009 (BUSINESS WIRE) -- Shutterfly, Inc. (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced the addition of Brian Swette to its board of directors. Mr. Swette brings more than 25 years of international marketing, strategy, and general management experience helping consumer-oriented companies scale their business.

"I am pleased to welcome Brian Swette to the Shutterfly board," said President and Chief Executive Officer of Shutterfly, Jeffrey Housenbold. "Brian's extensive experience launching new products, building global brands and entering new markets will be an invaluable resource for Shutterfly as we continue to grow our business and further establish Shutterfly as the premium brand in the social expression and personal publishing industry."

"This is a very exciting time to join the Shutterfly board as the Company truly begins to establish itself as a leading consumer brand," said Brian Swette. "Shutterfly has created a very loyal customer base as a result of its ease of use, design sensibility, top-notch customer service, and high quality products and services. I look forward to working with Jeff, his management team, and the Shutterfly board of directors as the company continues to grow its business."

Mr. Swette has served on the board of Burger King since 2003 and became Non-Executive Chairman in 2006. Formerly the Chief Operating Officer of eBay, Mr. Swette oversaw its international expansion, marketing and customer support that made eBay the most successful e-commerce site on the Internet. Swette was instrumental in expanding eBay into new product categories and his addition of used cars turned eBay into the country's biggest car dealer. During his time at eBay, Swette helped to establish the eBay brand by focusing on the unique relationships that the company built with its users and the sense of community created by the eBay Web site. Prior to eBay, Mr. Swette was Executive Vice President and Chief Marketing Officer of Pepsi-Cola. Mr. Swette also serves on the board of directors for Jamba Juice, CBL Partners, FRS Company and Care.com. Mr. Swette is a Trustee of Arizona State University, Endeavor.org and The Global Institute of Sustainability. Previously Mr. Swette was a Director of J. Crew. Mr. Swette holds a B.S. in Economics from Arizona State University.

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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