



Shutterfly Announces Shutterfly for iPhone 2.0

New Version Enables Users to Share via Email, Post to Share Sites and Download Photos

REDWOOD CITY, Calif., Sep 24, 2009 (BUSINESS WIRE) -- [Shutterfly](#), Inc. (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced a new version of its popular [Shutterfly iPhone Application](#), a [free photo-sharing app](#) for the iPhone that gives customers the power to upload, view and share their Shutterfly photos wherever they are. The update is available as a free download beginning today from [Apple's App Store](#).

[The Shutterfly iPhone App](#) enhancements give customers increased interaction with their Shutterfly accounts and greater sharing capabilities on their iPhones and iPod Touches. Beginning today, customers can share pictures from their Shutterfly accounts with anyone in their iPhone contacts, post photos from their Shutterfly accounts to Shutterfly Share sites and save pictures in their Shutterfly accounts back to their iPhone camera rolls or to iPhone contacts. Shutterfly has also enabled users to delete unwanted photos from their Shutterfly accounts and seamlessly upload photos from their iPhones into any of their Shutterfly albums.

"We were overwhelmed by the positive response to our launch of Shutterfly for iPhone earlier this year," said Peter Elarde, chief marketing officer of Shutterfly. "Customers are delighted to have mobile access to their Shutterfly accounts and expand their photo-sharing experience. They also want to do more with the photos they take with their iPhones. Our enhanced version of Shutterfly for iPhone is just the latest way in which we are working to extend the popular Shutterfly service to mobile platforms."

Shutterfly has also added usability and performance improvements to enhance mobile photo viewing, improve album navigation and increase upload speed. As with all accounts, Shutterfly offers iPhone users free, unlimited storage. Shutterfly stores images at full resolution and does not delete images. To learn more about the Shutterfly iPhone App, visit: www.shutterfly.com/free-photo-sharing-iPhone-app.

In related news, Shutterfly also announced the launch of its [Simple Path](#) Photo Book creation process, which automatically [creates a Photo Book](#) in one click. Smart features instantly organize and arrange photos into a [Photo Book](#) that looks professionally designed. Consumers can order as is, or further personalize their book in just minutes using 21 exclusive style templates and easy-to-use editing tools. To learn more, visit www.shutterfly.com/simplepath.

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. Shutterfly and Shutterfly.com are trademarks of Shutterfly, Inc.

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