



Shutterfly's New "Simple Path" Delivers a Ready-to-Buy Photo Book in Seconds

Now Making a Photo Book Is as Easy as Ordering Prints

REDWOOD CITY, Calif., Sep 24, 2009 (BUSINESS WIRE) -- Shutterfly, Inc. (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today launches 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.

"We regularly hear from our customers that [Photo Books](#) are truly a transformative way to preserve and share memories, but it can be challenging to set aside time to create one," said Jeffrey Housenbold, president and chief executive officer of Shutterfly. "With Simple Path, we are making Photo Books accessible to mainstream consumers by intelligently bringing the speed and convenience associated with 4x6 prints to the personalized Photo Book experience, helping them create and order elegant books in literally just one click."

Once a customer has selected a set of photos, Shutterfly's smart algorithm helps them tell their story by sorting and clustering images into a book - showcasing photography with elegantly designed layouts and backgrounds. Users simply order the book as is or choose from one of 21 exclusive classic, modern and fun styles designed to suit everyday snapshots as well as a range of milestones and occasions like wedding and travel. To further edit the book, users can change the book size and cover type, rearrange photos and pages, and add captions. Simple Path Photo Books can accommodate between 20 and 400 photos and are available in all five Photo Book sizes: 5x7, 7x9, 8x8, 8x11 and 12x12. Simple Path Photo Books start at \$12.99.

For photo-bookers who want more options and control, Shutterfly's award-winning Custom Path Photo Book experience continues to offer new styles and backgrounds. With thousands of layout and design options, the Custom Path gives users the ability to build their book page-by-page and features more advanced editing and storyboarding tools, expanded space for text/journaling, and includes more than 50 style options for endless creative possibilities.

All Shutterfly Photo Books can be shared with family and friends via Shutterfly's popular Share sites and social networking sites like Facebook and MySpace. Custom Path and Digital Scrapbooks can also be uploaded to Shutterfly's Gallery Community.

For more information on Shutterfly Simple Path Photo Books, visit www.shutterfly.com/simplepath.

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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