



Shutterfly's Pro Gallery Service Introduces Digital Download

New Feature Gives Professional Photographers More Revenue Opportunities

REDWOOD CITY, Calif., Oct 19, 2009 (BUSINESS WIRE) -- Shutterfly, Inc. (NASDAQ:SFLY), the leading Internet-based social expression and personal publishing service, today announced the addition of Digital Download to its Pro Gallery service, a store front for professional photographers to [sell their photos](#). With the new [Digital Download](#) feature, professional photographers can now sell high resolution copies of their images to customers directly from their Pro Gallery account.

"Thousands of [professional photographers](#) rely on Shutterfly to help them manage their online business and create pro-level quality products," said Doug Galen, senior vice president, business & corporate development at Shutterfly. "We are pleased to introduce the high resolution download service to our Pro Gallery photographers, providing another revenue stream for their business. This new capability lets professionals offer their customers another option to enjoy the fantastic quality images professional photographers capture for their clients."

"Over the past year, I have seen a dramatic increase in the number of customers who purchase the rights to their images," Steve Danon of Omaha Sports Photography in Omaha, NE. "With Shutterfly's new Digital Download service, the customer gets easier access to their images, and I have new ways to generate additional revenue."

Shutterfly's [Pro Gallery](#) service offers professionals premium service with web presence, top-quality [professional photo printing services](#), full-service order processing and fulfillment and world class customer service. Pro Gallery photographers also receive online sales reports, [photo storage](#), and image rights protection.

For more information about Shutterfly's Pro Gallery service and digital download, visit www.shutterfly.com/progallery.

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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