



Shutterfly Launches Two New Categories: Kids and Pets

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REDWOOD CITY, Calif.--(BUSINESS WIRE)--Jul. 9, 2018-- Shutterfly Inc. (NASDAQ:SFLY), the leading online retailer and manufacturer of high-quality personalized products and services, announced today the launch of two new categories: Kids and Pets. Now kids, pets and their parents can show their personality with an inspiring range of customizable products.

Kids and Pets are natural extensions for Shutterfly as it broadens its focus on helping people share life's joy through photos and personalized products. Both new categories will feature a wide variety of offerings. Shutterfly Kids offers a variety of products for children, including School Gear, Kids Room, Travel, Toys and Games, and Tableware. The collection is designed for children ages 4-14+, and includes personalized bean bags, duvets, fleece blankets, custom backpacks, folders, and beach towels.

Shutterfly Pets offers products for both pets and their owners, ranging from personalized pet beds, bowls, and blankets to pet tags and bandanas. Pet Lovers can incorporate their favorite breed into their home décor in a variety of styles including water color, silhouettes, and cartoon drawings.

"Kids and Pets are at the center of many of the most memorable moments in the lives of the families we serve, and we are thrilled to bring a broad array of new products in both categories to customers on Shutterfly.com," said Michele Anderson, Senior Vice President of Retail. "Targeted category expansion is a strategic focus for the company and we are being thoughtful about how to make it simple and fun to preserve and share all of a family's most precious memories. We look forward to adding fresh ideas to these categories over time and making both Kids and Pets a valued addition to Shutterfly.com."

From stylish backpacks and beanbags, pet beds and home décor, it has never been easier to create unique, beautiful, high-quality personalized products for the whole family – including the family pet. To shop the new Kids collection, visit www.shutterfly.com/kids. To shop the new Pets collection, visit www.shutterfly.com/pets. Check back often as more Kids and Pets products are added to the collections.

About Shutterfly, Inc.

Shutterfly, Inc. is the leading retailer and manufacturing platform for high-quality personalized products. Founded in 1999, Shutterfly, Inc. helps customers capture, preserve and share life's joy through its Shutterfly and Lifetouch brands. Shutterfly brings photos to life in photo books, gifts, home décor, and cards and stationery, through its flagship Shutterfly.com website, including premium offerings in its Tiny Prints boutique. Lifetouch is the national leader in school photography, built on the enduring tradition of "Picture Day," as well as serving families through portrait studios and partnerships with churches. Additionally, Shutterfly, Inc. operates Shutterfly Business Solutions, delivering digital printing services to businesses, and BorrowLenses, the premier online marketplace for photographic and video equipment rentals. For more information about Shutterfly, Inc. (SFLY), visit www.shutterflyinc.com.

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