



Shutterfly Inc. Names Mickey Mericle Senior Vice President and Chief Marketing Officer

October 2, 2018

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 2, 2018-- Shutterfly, Inc. (NASDAQ: SFLY), the leading retailer and manufacturing platform dedicated to helping capture, preserve, and share life's important moments, today announced the appointment of Mickey Mericle as Senior Vice President and Chief Marketing Officer.

"All of us at Shutterfly are delighted to welcome Mickey Mericle to the team," said Christopher North, president and chief executive officer of Shutterfly, Inc. "Shutterfly's businesses and brands are a special blend of creativity, inspiration, and design on the one hand; and data, science, and technology on the other. Mickey's unique breadth of skills and experiences make her the ideal person to lead our marketing teams through our next phase of growth, particularly as we bring Lifetouch and Shutterfly together."

Mickey is a seasoned executive with deep experience in marketing and analytics. In her roles leading Marketing and Customer Insights at Adobe, and Global Customer Insights and Analytics at Walmart, Mickey has led large teams of engineers, machine learning scientists, data scientists, PhD economists and statisticians, all in the pursuit of driving exceptional performance marketing and advanced analytics. At the same time, Mickey has extensive skill in campaign development, focused on brand and creative.

Prior to Adobe and Walmart, Mickey held roles at Target Corporation, Kinko's Inc., Monitor Company and the US Department of State. She holds an MBA from the Kellogg School of Management at Northwestern University, an MS in Economics from the University of Pennsylvania and a BA from Iowa State University.

"Customers come to Shutterfly with a story to tell and a memory to keep," said Mickey. "I have been a devoted Shutterfly customer myself for more than a decade, and have long admired the Shutterfly brand. I'm honored and excited to join the team."

About Shutterfly, Inc.

Shutterfly, Inc. is the leading retailer and manufacturing platform for personalized products and communications. Founded in 1999, Shutterfly, Inc. has three divisions: Shutterfly Consumer, Lifetouch, and Shutterfly Business Solutions. Shutterfly Consumer and Lifetouch help consumers capture, preserve, and share life's important moments through professional and personal photography, and personalized products. The Shutterfly brand brings photos to life in photo books, gifts, home décor, and cards and stationery. Lifetouch is the national leader in school photography, built on the enduring tradition of "Picture Day," and also serves families through portrait studios and other partnerships. Additionally, Shutterfly Business Solutions delivers digital printing services that enable efficient and effective customer engagement through personalized communications. For more information about Shutterfly, Inc. (SFLY), visit www.shutterflyinc.com.

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Shutterfly, Inc.

Investors

Shawn Tabak, 650-610-6026

stabak@shutterfly.com

or

Media

Sondra Harding, 650-610-5129

sharding@shutterfly.com