



Shutterfly Funds Wildfire Disaster Relief and Helps Families Rebuild Lost Memories

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REDWOOD CITY, Calif.--(BUSINESS WIRE)--Nov. 27, 2018-- [Shutterfly](#), Inc. (NASDAQ: SFLY), the leading retailer dedicated to helping families capture, preserve and share life's important moments, today announced efforts to support disaster relief in the wake of California wildfires, as well committing to help families rebuild precious memories lost in the fires.

"We stand together with our employees, neighbors, and communities across the state who have been so devastatingly impacted by the recent wildfires," said Christopher North, President and Chief Executive Officer of Shutterfly, Inc. "On Giving Tuesday, we're doing our part to serve those most in need and help rebuild for the future."

Shutterfly will donate a total of \$150,000 to relief efforts with \$75,000 to be donated to the American Red Cross to support wildfire relief efforts across California. In addition, Shutterfly is matching employee donations, up to \$75,000, to its Employee Hardship Fund, designed to support employees in need.

"Shutterfly was founded in California and our headquarters is in the Bay Area. With the acquisition of Lifetouch, the leading U.S. school photographer, earlier this year, we now also have a manufacturing site in Chico," said North. "Our hearts go out to our employees and their families in Chico, dozens of whom have lost their homes in the fires. We're fortunate to have a program in place to support employees in need with individual grants, which are funded through donations from the Shutterfly and Lifetouch Foundations as well as from fellow employees."

In addition to immediate disaster relief, Shutterfly is also committed to helping families rebuild their precious memories lost in the fires.

"People often say their pictures are among the first things they grab in evacuation scenarios," said North. "Our promise has long been to preserve our customers' photos for free in the Shutterfly Photo Cloud. For families impacted by the California fires, as you begin to rebuild—whenever that is—we'll also help recreate your most important memories, reprinting your prints and photo books free of charge."

Families impacted by the wildfires are encouraged to reach out to Shutterfly customer service at shutterflycares@cs.shutterfly.com for more information on replacing photographic memories lost in the fires.

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. 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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