



## Shutterfly, Inc. Names Jim Hilt President, Shutterfly Consumer Division

March 8, 2019

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Mar. 8, 2019-- 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 James Hilt as President, Shutterfly Consumer.

"All of us at Shutterfly are excited to welcome Jim Hilt to the team," said Christopher North, president and chief executive officer of Shutterfly, Inc. "With the acquisition of Lifetouch last year, we now operate with three large divisions. Jim brings deep retail and ecommerce experience to this newly-created role leading the Shutterfly Consumer division, joining our other divisional presidents Michael Meek, Lifetouch, and Scott Arnold, Shutterfly Business Solutions."

Jim is a seasoned executive with broad retail experience. In his leadership roles at Express, Jim has led the end-to-end retail business, including brand strategy, stores, ecommerce, creative and total customer and brand experience, as well as overseeing distribution centers, fulfillment and customer service functions. Prior to Express, Jim helped drive the Barnes & Noble digital business to nearly \$1 billion, leading marketing, merchandising, sales and strategy for eBOOKS in the United States, product experience for all online and device commerce and leading the launch of the European NOOK business.

Prior to Express and Barnes & Noble, Jim served in leadership roles at Sears, IBM and SAP Marketing. Jim holds a BA in political science from the University of Minnesota. He sits on the board of directors of Hibbett Sporting Goods, a public sporting goods chain, and on the board of trustees of Equitas Health, an LGBT healthcare nonprofit. He is a member of the 2018 Class of Henry Crown Fellows within the Aspen Global Leadership Network at the Aspen Institute.

"Entering its 20<sup>th</sup> year, Shutterfly is an industry leader with a strong and loyal customer base, a legacy of technology innovations and a compelling customer promise," said Jim. "I'm looking forward to the significant opportunities ahead to continue to drive growth in the division."

Jim will join the business in late March. The search for the Shutterfly, Inc. chief executive officer to succeed Chris North is ongoing.

### 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](http://www.shutterflyinc.com).

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