



November 21, 2017

## Shutterfly and David's Bridal Announce Expanded Marketing Partnership

Three-Year Deal Names Shutterfly the Exclusive Wedding Stationery Provider to David's Bridal

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Shutterfly, Inc. (NASDAQ:SFLY), the leading manufacturer and online retailer of high-quality personalized photo products and services, and David's Bridal, the leading bridal and special occasion retailer in the United States, today formally announced an expanded partnership. The new collaboration builds off an already successful standing relationship, and makes Shutterfly the exclusively endorsed personalized wedding invitation and personalized photo product partner to David's Bridal.

The deal gives Shutterfly direct access to the largest concentration of brides in the US through the David's Bridal website, dedicated emails, direct marketing communications and over 315 retail locations. In addition, brides will be able to choose from a new assortment of expertly curated wedding invitations and day-of stationery designed by David's Bridal beginning in early 2018. The collection will be available through the newly launched [Wedding Shop by Shutterfly](#), and it will provide customers the unique ability to match their stationery "look and feel" with the corresponding David's Bridal color palette they select.

"David's Bridal leads the bridal industry in terms of scale," said John Boris, Senior Vice President and Chief Marketing Officer at Shutterfly. "This new partnership further enables Shutterfly to directly reach the over 1 million brides that David's Bridal serves annually and is the perfect springboard for the launch of our new wedding initiatives, including the Wedding Shop by Shutterfly."

This multi-year partnership provides David's Bridal customers with direct access to Shutterfly Wedding Shop products via distribution of Shutterfly wedding catalogs and stationery sample kits in David's Bridal stores, enabling them to experience the quality first-hand.

"Partnering with Shutterfly, the leader in online wedding stationery and personalized products gives us another channel to connect with our brides throughout their wedding planning process," said Lia Madonna, Senior Director of Partnerships at David's Bridal. "David's Bridal believes that every woman deserves to have the wedding of her dreams and we are committed to being with her every step of the way. Whether it is selecting her gown or her invitation stationery, each bride should look for something that truly feels most like her, that reflects her individual sense of style showcasing her unique and special qualities and Shutterfly gives her an outlet to do just that."

### About Shutterfly, Inc.

Shutterfly, Inc. is the leading online retailer and manufacturer of high-quality personalized products and services. Founded in 1999, the Shutterfly, Inc. brands include Shutterfly®, where your photos come to life in photo books, gifts, and cards and stationery—with premium offerings in its Tiny Prints® boutique—as well as wedding invitations and stationery for every step of the planning process; BorrowLenses®, the premier online marketplace for photographic and video equipment rentals; and GrooveBook™, an iPhone and Android app and subscription service that prints up to 100 mobile phone photos in a GrooveBook and mails it to customers every month. For more information about Shutterfly, Inc. (SFLY), visit [www.shutterflyinc.com](http://www.shutterflyinc.com).

### About David's Bridal

With more than 60 years of experience dressing women for all of life's special occasions, David's Bridal is built on the ideal that every woman deserves to have the wedding dress of her dreams regardless of her style preference, shape, size or budget. We believe in inclusivity, authenticity and empowerment and it is our mission to help every woman find the bridal gown that will allow her to be the best, most genuine version of herself on her wedding day. David's Bridal is dedicated to helping each bride-to-be find her perfect dress with the assistance of online planning tools, knowledgeable stylists, and expert seamstresses who will guide her through her entire dress buying journey. With more than 300 stores located across the US, Canada, UK, Puerto Rico and a franchise location opening in Mexico City, we offer the convenience of one-stop shopping for the bride and her entire bridal party. To learn more about David's Bridal, visit [www.davidsbridal.com](http://www.davidsbridal.com) and connect on social media through Pinterest, Instagram, SnapChat, Facebook and Twitter.

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Source: Shutterfly, Inc.

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