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## **SHUTTERFLY & BABYCENTER TEAM UP TO DEVELOP THE FAMILY PHOTOCENTER**

REDWOOD CITY, Calif. (May 2, 2000) — Forget cigars — today's new parents are celebrating the birth of their babies by sharing photos of their newborns with family and friends. Shutterfly, the leading online photo service that makes it easy for users to get their pictures online and send 35mm quality prints to friends and family, has joined forces with Babycenter.com, the Web's leading site for expectant and new parents, to create the Family Photocenter, a place to store, share and print priceless photo moments.

A recent study of online households indicates that parents of young children are far more likely than the general population to own digital cameras or scanners (InfoTrends Research Group), and picture taking continues to be a very popular family pastime. Scheduled to open in July, The Family Photocenter, powered exclusively by Shutterfly, will deliver online photo services to the over 1.25 million Babycenter users.

"The Family Photocenter is a highly anticipated addition to the Babycenter.com site and fits our commitment to building a personalized online resource for new parents with all the information, products and services they need." said Mari Baker, Babycenter senior vice president and general manager. "With just a digital camera and a visit to our Family Photocenter, parents will now be able to put their photos online and share their children's latest milestones with family, no matter where they are. By working with Shutterfly, Babycenter will be able to offer our visitors the best online photo experience and the highest quality print services."

Babycenter visitors will find a full suite of photo-related products and services at their command within The Family Photocenter, including everything they need to get their pictures online, share them through email, and have 35mm-quality prints mailed to friends and family. For example, a new father will be able to upload pictures of mother and baby at the hospital, invite family and friends by email to view the pictures in a private gallery on the Web, and have color prints (4x6, 5x7 or 8x10) mailed directly to eagerly awaiting grandparents. Shutterfly's proprietary VividPics® technology ensures that all color prints are of the utmost quality.

Visitors to the Family Photocenter will also be able to order unique gift items. Shutterfly and Babycenter will be working together to create additional photo-related products offered exclusively on the site to complement the current services now available including online photo birth announcements and a baby gift registry.

"Capturing the first moments of a child's life is something that every parent treasures," said Jayne Spiegelman, Shutterfly CEO and co-founder. "By working with Babycenter we are able to give parents a fast and convenient way to share those precious life moments. New and expectant parents are an ideal audience for Shutterfly services, and we are absolutely thrilled to be partnering with the premiere parenting site. Together Babycenter and Shutterfly will be able to serve an important audience in the rapidly growing digital photography market."

Shutterfly and Babycenter will celebrate the opening of the Family Photocenter with a series of special promotions, details of which will be announced in coming weeks.

### **About Shutterfly**

Shutterfly, Inc. is a leading online photo service that allows customers to organize, share, customize and print their digital photography. Using advanced photo printing technologies, Shutterfly transforms digital images into 35-mm quality pictures and mails them directly to individuals, family and friends. Shutterfly provides its members with private, secure online photo storage and management at no cost. The privately held company is headquartered in Redwood Shores, California and is backed by Jim Clark, Mohr Davidow Ventures, Adobe Ventures and Tom Jermoluk. For more information about the company, visit [www.shutterfly.com](http://www.shutterfly.com).

### **About Babycenter**

Based in San Francisco, Babycenter ([www.babycenter.com](http://www.babycenter.com)) is the leading parenting site on the Internet. As a two-time Webby winner, Babycenter's content site provides high-quality information from preconception to age three. The company also won the GII Award for Best Health site in 1999 and operates an online store offering thousands of baby products and supplies.

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