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## PHOTOPOINT NOW OFFERS 35MM-QUALITY PRINTS FROM SHUTTERFLY

SAN FRANCISCO AND REDWOOD CITY, Calif. (May 9, 2000) — PhotoPoint.com, the world's largest free photo-sharing Website, today announced a partnership with Shutterfly, the leading online photo service, to provide PhotoPoint members with 35mm-quality prints of its millions of digital images, directly from a co-branded Website.

The partnership provides a significant new benefit to PhotoPoint members and enhances their online photo experience. Members now have easy access to superior quality prints and enlargements as well as reprint ordering and fulfillment services by simply clicking a "print" button on the PhotoPoint Website.

Like all Shutterfly customers, PhotoPoint members will be able to quickly and conveniently order silver halide photographic prints and have them mailed to themselves, friends and family. Shutterfly delivers only the highest 35mm-quality prints by using its advanced VividPics® technology, to automatically enhance both the color and sharpness of member's photos.

We look for strategic partners who are leaders in their respective categories, and PhotoPoint certainly fits this description. We are proud to offer 35mm-quality prints to PhotoPoint's millions of members and visitors," said Jayne Spiegelman, Shutterfly's CEO. "We are certain that this printing service will add an exciting new dimension to their digital photography experience.

PhotoPoint is the Web's most visited photo-sharing site, where hundreds of thousands of members have posted more than 10 million photos, resulting in more than 1.7 million unique monthly visitors. This new printing service comes in response to requests from PhotoPoint members who want the ability to conveniently order professionally produced prints of their favorite digital images.

"We're pleased to work with a market leader," said Ed Bernstein, CEO at PhotoPoint. "We receive more than 60,000 photos a day from our members, and providing them the opportunity to make the highest, 35mm-quality prints is a key part of our business strategy. In choosing Shutterfly as a print partner, we can offer and stand behind a service that is high quality, easy to use, and provides value to our members."

To introduce the newly available service, PhotoPoint and Shutterfly are offering a free 60-day trial to its members. Effective immediately, members will have the opportunity to order up to 50 4"x 6" prints or reprints at no charge. For additional details about this promotion, visit [www.photopoint.com](http://www.photopoint.com).

### 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 PhotoPoint.com

PhotoPoint.com, a Media Metrix Top 500 Digital Media Site, is the Internet's largest free photo sharing community where members have showcased more than 10 million photos. The site features a uniquely easy way for anyone to post photos, add captions, organize them into albums and then send out email announcements to share their albums with friends and family — completely free of charge.

PhotoPoint member services include a comprehensive members photo gallery organized into categories; an e-commerce store for buying digital products; a customized gift buying service; and a way to send "real" postcards via US mail. The site also sports a popular "Photo of the Day" section, lists of the most popular albums, discussion forums and a chat room where individuals can discuss their photos and albums, and offers editorial content from an exclusive online partnership with Digital Camera Magazine. The company is headquartered in San Francisco and is funded by US Venture Partners, SOFTBANK Venture Capital and Entertainment Media Ventures. For more information, please visit [www.photopoint.com](http://www.photopoint.com).

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