

## **SHUTTERFLY AND ADOBE PARTNER TO GROW CONSUMER DIGITAL PHOTOGRAPHY MARKET**

REDWOOD CITY, Calif. (February 3, 2000) — Shutterfly, a new all-digital Internet photo printing service chaired by Jim Clark, founder of Silicon Graphics and Netscape Communications, today announced its plans to partner with Adobe Systems Incorporated, the world leader in digital imaging software. The two companies will work together to grow the digital imaging market by creating convenient and affordable ways for consumers to obtain photographic prints of their favorite digital images. Announced today at the PMA 2000 (Photo Marketing Association) trade show in Las Vegas, the combination will bring Shutterfly's high quality Internet photo printing service to Adobe's world-renowned family of digital imaging products. Consumers will soon be able to enjoy digital photography more than ever before by easily creating and sharing prints and enlargements with family and friends.

"This is a significant announcement as Adobe and Shutterfly are ideal partners to cultivate the consumer market for digital photography," said Jayne Spiegelman, Shutterfly CEO and Co-founder. "Combining our companies' expertise will ultimately benefit the consumer giving them a complete solution for their digital image editing and printing needs."

Initially, the companies plan to integrate Shutterfly's leading Internet photo printing service into Adobe® ActiveShare™ software and ActiveShare.com, making it simple for users to obtain quality prints and enlargements of their favorite digital photos. The integration is scheduled to begin with the upcoming version of Adobe ActiveShare software, a consumer software product that allows users to easily capture images from multiple digital sources, including digital cameras, then edit, organize, share on line, via email or with high-quality prints.

"The progression from online photo sharing to printing is natural," said Kyle Mashima, Adobe vice president, Consumer & Online Solutions. "Shutterfly is a fast-moving company with strong Internet experience and high standards for quality and customer service. This makes them a valuable service offering for Adobe customers."

In addition to integrating its software and service offerings, Shutterfly and Adobe will work together to research, develop and implement imaging technology standards and methodologies to enhance quality of image access, manipulation and print output.

### **About Shutterfly**

Shutterfly.com, Inc. is the all-digital Internet photo printing service. Using advanced photo printing technologies, Shutterfly transforms digital images into 35-mm quality prints 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. For more information about the company, visit its web site at [www.shutterfly.com](http://www.shutterfly.com).

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