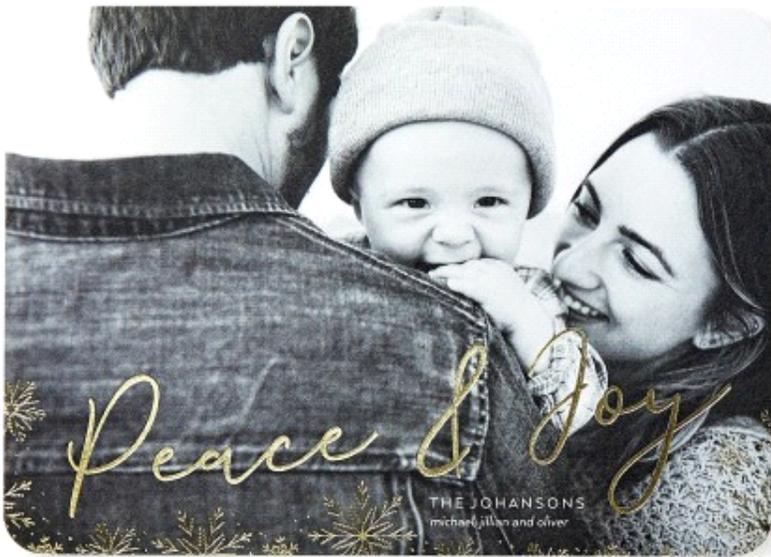


Tiny Prints Teams Up with Baby2Baby to Support Children in Need

Julie Bowen, Baby2Baby Board Member and Tiny Prints Holiday Card Collection Ambassador, to Host Day of Giving for Baby2Baby Supporters

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Tiny Prints, a leader in premium personalized stationery, today unveiled an exclusive [charitable holiday card collection](#), benefiting [Baby2Baby](#), a non-profit organization that provides low-income children ages zero to 12 years with diapers, clothing and basic necessities that every child deserves. This year, Tiny Prints is increasing its donation pledge to 25 percent of the Baby2Baby Holiday Collection sales*.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20171129005089/en/>



Tiny Prints, a leader in premium personalized stationery, today unveiled an exclusive charitable holiday card collection, benefiting Baby2Baby, a non-profit organization that provides low-income children ages zero to 12 years with diapers, clothing and basic necessities that every child deserves. (Photo: Business Wire)

collection is particularly special because we'll donate an even greater percentage of sales to help Baby2Baby children this holiday season."

To learn more about the Tiny Prints Baby2Baby Holiday Collection, please visit <https://www.shutterfly.com/tiny-prints/baby2baby/>.

*maximum of \$300,000 donation

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.

About Baby2Baby

"Over the past four years, Tiny Prints has been committed to helping us impact the lives of so many deserving children in Los Angeles and beyond. With their help, this year we will provide over 150,000 children in Los Angeles with the basic essentials that every child deserves. We are so grateful for their continued support of the Baby2Baby kids," said Kelly Sawyer Patricof and Norah Weinstein, Co-Presidents of Baby2Baby.

Tiny Prints and Julie Bowen, Baby2Baby Board Member and Ambassador, will host a Day of Giving for Baby2Baby Angels and Supporters to kick-off the holiday season. Supporters will wrap and prepare gifts for the low-income children Baby2Baby serves.

"Through our partnership with Baby2Baby, we've been fortunate enough to support the organization's awe-inspiring work," said John Boris, Chief Marketing Officer at Shutterfly, Tiny Prints' sister brand. "Every year, we launch a beautiful Baby2Baby holiday card collection, and this year's

Baby2Baby, a non-profit organization led by Co-Presidents Kelly Sawyer Patricof and Norah Weinstein, provides low-income children, ages 0-12 years, with diapers, clothing and all the basic necessities that every child deserves. This year alone, Baby2Baby will serve more than 150,000 low-income children in Los Angeles and tens of thousands more in 20 cities across the country through the Baby2Baby National Network. To date, the organization has distributed over 34 million items including more than 20 million diapers. To learn more about Baby2Baby please visit www.baby2baby.org.

View source version on [businesswire.com](http://www.businesswire.com): <http://www.businesswire.com/news/home/20171129005089/en/>

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Source: Tiny Prints

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