



November 21, 2013

Official CafePress Philippines Relief T-Shirt to Support the Red Cross

100 percent of net proceeds directed to the American Red Cross

Louisville, KY, November 21, 2013 (BUSINESS WIRE) – Today, [CafePress](#) Inc. (NASDAQ: PRSS), The World's Customization Engine® in partnership with the American Red Cross released an official disaster relief T-shirt to benefit the victims of Typhoon Haiyan. 100 percent of net proceeds from sales of this T-shirt will be directed to relief efforts already underway in the Philippines while also helping to prepare for and serve victims of other disasters.

The "Island of Hope" T-shirt features the word "pag-asa" which means "hope" in Tagalog. Customers may purchase the T-shirt for \$9, and net proceeds from each sale on CafePress.com will be remitted to the Red Cross in support of the impacted people of the Philippines.

"We are humbled by this opportunity to support the relief efforts already underway and the selfless dedication of the Red Cross volunteers," said Sarah Segal, CafePress spokesperson. "We hope this T-shirt symbolizes international solidarity with the people of the Philippines, while bringing comfort to those buying it knowing the purchase of this T-shirt purchase helps those impacted by Typhoon Haiyan."

You can view the t-shirt at http://www.cafepress.com/mf/84595556/island-of-hope_tshirt?productId=1097880897



About CafePress [PRSS]:

CafePress is The World's Customization Engine®. Launched in 1999, CafePress empowers individuals, groups, businesses and organizations to create, buy and sell customized and personalized products online using the company's innovative and proprietary print-on-demand services and e-commerce platform. CafePress' portfolio of e-commerce websites and services includes CafePress.com, CanvasOnDemand.com, GreatBigCanvas.com, Imagekind.com, InvitationBox.com and Logosportswear.com. Additionally, CafePress Services drives revenue for corporate partners by providing turnkey, personalized e-commerce solutions. For more information click on www.cafepress.com.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

CONTACT:

Media Contact
Sarah Segal
650.655.3039
pr@cafepress.com