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CafePress Makes Online Shopping for Custom T-Shirts and Gifts Easier for International Customers (United Kingdom)

Pricing in Pounds and Local URL Simplifies Online Shopping in Europe

SAN MATEO, CA April 16, 2009 - [CafePress](#), the leader of user-generated commerce, today announced the launch of its UK web site www.cafepress.co.uk, making online shopping easier for United Kingdom and other European markets. These international communities can now complete purchases in either Pounds or Euros on a local website, and will benefit from speedier international shipping options.

Launched in 1999, CafePress allows its users the opportunity to design, buy and sell expressive merchandise such as [T-Shirts](#), [Mugs](#) and [Bumper Stickers](#). Widely known for its T-Shirt sales, CafePress offers one of the world's largest selections of user-designed products bought, sold and shipped worldwide. CafePress realized 30% growth in its international business in 2008, signaling the need further invest in key markets including the UK, Canada and Australia.

"We continue to see new interest in CafePress pop up around the globe and we we're ecstatic over our international growth in 2008," explains CafePress Vice President of Marketing Amy Maniatis. "This new site will provide our UK community a significantly more user friendly experience and we can't wait to see what new product designs emerge!"

In addition to the UK site, CafePress has also launched sites in Australia and Canada.

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About CafePress

CafePress is the leader in User-Generated Commerce and offers sellers turnkey e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Launched in 1999, CafePress has empowered individuals, organizations and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress is a growing network of over 6.5 million members who have unleashed their creativity to transform their artwork and ideas into unique gifts and new revenue streams.

For more information visit CafePress at www.cafepress.co.uk.

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