



February 4, 2009

## Inaugural Memorabilia a Hit at CafePress

### Inauguration Sales Show American Patriotism Reignited - Commemorative T-Shirts Sell Out

**SAN MATEO, CA February 4, 2009** - [CafePress](#), the leader in user generated commerce, revealed today that commemorative inauguration merchandise spiked January sales, signaling a renewed interest in patriotic T-shirts and other expressive gear. Historically the sales of presidential merchandise slows dramatically in the weeks following the election; however, Obama-related product sales continued to gather steam as 2008 came to a close and as the Inauguration hit.

"CafePress has witnessed three presidential inaugurations, but this is the first inauguration that became a sales event for us," comments CafePress Vice President of Marketing Amy Maniatis. "If our sales are any indication, it's cool to celebrate your patriotism, and sporting your patriotism is hip!"

Previous presidential inaugurations have not resulted in heightened activity on CafePress. This year CafePress saw traffic and sales patterns peak immediately after President Obama's acceptance speech, with Americans clamoring to get hold of something to commemorate and celebrate a key moment in history.

The biggest sales hit was the limited edition [Rolling Stone Collection Inauguration T-shirt](#), selling out by January 22, resulting in a reprint to meet continuing demand. Other products sold ranged from commemorative [user-designed T-shirts](#) celebrating a [moment in history](#) with messages like "witness history," "one nation" and "Obama is my President" to reprints of the inauguration day issue of the [Washington Post](#).

Available exclusively at CafePress, a portion of the Rolling Stone Collection Inauguration T-shirt proceeds benefited Rock the Vote. The T-shirt debuted to celebrities including Sheryl Crow, Adrian Grenier, Ashanti and Josh Groban at exclusive Rock The Vote pre-inauguration events in Washington D.C. Attendees of the Rock the Vote Inaugural Celebration "Hey, America Feels Kinda Cool Again" at the 930 Club, featuring the Beastie Boys, Sheryl Crow and Citizen Cope, received a complimentary commemorative T-shirt.



The Inauguration T-shirt is available for a limited time on [www.CafePress.com](http://www.CafePress.com) for \$15.

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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.com](http://www.cafepress.com).

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