



August 14, 2014

## Utopian Partnership between CafePress and The Weinstein Company to Bring Color to Haunting Film "The Giver"

New Shop Features Inspired Designs on T-Shirts, Hoodies, iPhone® and Android® Cases

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Today, [CafePress®](#) (NASDAQ: PRSS), announces a new partnership with independent film studio, [The Weinstein Company](#) for the film adaptation of the acclaimed book *The Giver*.



<http://www.cafepress.com/+thegivermovie+gifts>

The shop, launched on anticipation of the August 15, 2014 release, features official and fan generated designs on a robust selection of merchandise that pays tribute to the best-selling novel by notable author Lois Lowry.

"We're excited to partner with The Weinstein Company on 'The Giver' given the success of the book," says Ty Simpson, Vice President of Business Development. "CafePress is thrilled to establish partnerships that offer fans products that aren't sold anywhere else."

*The Giver* joins other premiere licensed entertainment properties that have sought to diversify merchandising through CafePress, a company recognized for fostering partnerships with major global entertainment companies. The customization leader is already highly regarded for its broad collection of partnerships that include an immense selection of wildly popular film, television and animated properties.

By providing a selection of user-generated designs and wide array of unique products such as apparel, drinkware, totes, and phone cases, fans are given the opportunity to further engage with the film even after the credits roll. These products include:

- [The Giver Apple T-Shirt](#)
- [With Love Comes Hope iPhone Case](#)
- [With Love Comes Faith Water Bottle](#)

The film is based on the best-selling book *The Giver* by Lois Lowry, the haunting story of *The Giver* centers on Jonas, a young man who lives in a seemingly ideal, if colorless, world of conformity and contentment. Yet as he begins to spend time with "The Giver" who is the sole keeper of all the community's memories, Jonas quickly begins to discover the dark and deadly truths of his community's secret past. The movie is quickly gaining popularity with praise reviews and its A-list cast like Brenton Thwaites as Jonas, Meryl Streep as Chief Elder, Jeff Bridges as The Giver, Katie Holmes as Jonas's mother, and Alexander Skarsgard as Jonas's father.

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## About CafePress [PRSS]:

Founded in 1999, [CafePress](#) empowers consumers with tools to express their passions and create the spectacular. Using our proprietary, print-on-demand services and e-commerce platform, users can not only discover a variety of inspired designs, but can create their own - no graphic design knowledge necessary

## About The Weinstein Company

The Weinstein Company (TWC) is a multimedia production and distribution company launched in October 2005 by Bob and Harvey Weinstein, the brothers who founded Miramax Films in 1979. TWC also encompasses Dimension Films, the genre label founded in 1993 by Bob Weinstein. During Harvey and Bob's tenure at Miramax and TWC, they have received 348 Oscar nominations and won 82 Academy Awards.

Since 2005, TWC and Dimension Films have released such films as VICKY CRISTINA BARCELONA; THE READER; INGLOURIOUS BASTERDS; SCRE4M; SPY KIDS: THE IRON LADY; UNDEFEATED; THE ARTIST; THE MASTER; SILVER LININGS PLAYBOOK; DJANGO UNCHAINED; SCARY MOVIE 5; LEE DANIELS' THE BUTLER; PHILOMENA and BEGIN AGAIN. Upcoming releases include THE GIVER; FRANK MILLER'S SIN CITY: A DAME TO KILL FOR; THE DISAPPEARANCE OF ELEANOR RIGBY; ST. VINCENT; THE IMITATION GAME; PADDINGTON and BIG EYES.

TWC boasts an active television production division led by former Miramax Films Co-President of Production Meryl Poster. TWC garnered nine Emmy nominations in 2013. The Weinstein Company Television produces the reality powerhouse Project Runway, with its spin-off series Project Runway All Stars and Project Runway Under The Gunn. TWC series that were produced in 2013 include Mob Wives for VH1, Million Dollar Shoppers for Lifetime, Rodeo Girls for A&E and Trailer Park: Welcome to Myrtle Manor Season 2 for TLC. Scripted projects currently include production John Fusco's Marco Polo. Announced scripted projects in development include Ten Commandments and an adaptation of Daniel Stashower's The Hour Of Peril. TWC also developed Amy Sherman Palladino's The Nanny Diaries for ABC and produced the Peabody award-winning HBO series The No. 1 Ladies' Detective Agency, directed by Anthony Minghella.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140814005133/en/>

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