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## Photo Release -- CafePress Introduces New Customizable, Printable Products

### Shoes, Tablecloths, Napkins, and iPhone(R) Wallet Cases Offer Customers a Wider Palette for Self-Expression & Entrepreneurism

LOUISVILLE, Ky., Oct. 10, 2013 (GLOBE NEWSWIRE) -- [CafePress Inc.](http://www.cafepress.com) (Nasdaq:PRSS), The World's Customization Engine<sup>®</sup>, today announced the addition of shoes to an already significant expansion of customizable base products for consumers and designers to create unique personalized merchandise. Approximately 600 printable items are now available in the CafePress catalog, spanning a broad array of categories ranging from housewares to wall art, device cases, jewelry and clothing.

<http://www.cafepress.com/+shoes>

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=21462>

The addition of [shoes](#) to their catalog is a noteworthy step forward for the customization giant. The white canvas slip-ons retail for \$36, are available with nearly 130,000 designs. Consumers can already purchase shoes that feature [snowmen](#), [ladybugs](#), [Halloween](#), [flags](#) and tens of thousands of other design options for shoes.

"The unmatched depth of over 600 offerings, combined with CafePress' comprehensive brand partnerships, gives consumers and CafePress users virtually unlimited possibilities to express themselves and make memorable, customized design statements," said CafePress Merchandise Director, Kathleen Weng. "Whether they're looking for themed gear from major entertainment brands or an opportunity to express themselves politically, our customers come to find or create millions of one-of-a-kind designs."

Recently, CafePress was highlighted as one of the "Best Sources for Company Schwag" by *INC Magazine*, as it has more than doubled the number of base products available from 213 to over 600, continually pushing the boundaries of which consumer goods can become vehicles for self-expression. *INC* wrote that CafePress was revered for its "intuitive design studio" and having "the most diverse product line-up" of the companies tested.

"Our leadership in the print-on-demand industry is most clearly demonstrated by the breadth of products we offer, while maintaining the high merchandise quality and levels of service our customers have come to expect from us over the years," said Sumant Sridharan, President of CafePress.com. "This product expansion and diversification is a key element of our evolution and growth as a business and reflects our ongoing investment into the innovative, proprietary printing techniques we pioneered. We are continually pushing the boundaries for self-expression and creating beautiful, customized products that delight our community."

For more information, visit <http://www.cafepress.com/>.

#### **About CafePress [PRSS]:**

[CafePress](#) is The World's Customization Engine<sup>®</sup>. 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 companies includes CafePress.com, CanvasOnDemand.com, GreatBigCanvas.com, Imagekind.com, InvitationBox.com, Logosportswear.com and EZ Prints, Inc. Additionally, CafePress Services drives revenue for corporate partners by providing turnkey, personalized e-commerce solutions. For more information, click on [www.cafepress.com](http://www.cafepress.com)

The CafePress logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=12183>

The photo is also available at Newscom, [www.newscom.com](http://www.newscom.com), and via AP PhotoExpress.

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CafePress adds to selection of customizable, printable products