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CafePress Heats Up 'Marshmallow' Engagement with Fan-Designed Veronica Mars Merchandise

CafePress Partners with Warner Bros. Consumer Products to reveal fan-designed T-Shirts, accessories and more

LOUISVILLE, Ky.--(BUSINESS WIRE)-- As the acclaimed teen detective drama *Veronica Mars* comes to the big screen, [CafePress Inc.](#) (Nasdaq:PRSS), The World's Customization Engine®, and Warner Bros. Consumer Products have teamed up to create the ultimate collection of fan-designed merchandise.



The highly anticipated film is the product of one of the most successful Kickstarter campaigns of all time. *Veronica Mars* will be theatrically and digitally released on March 14 with a world premiere at the SXSW Film Festival but fans can already get merchandise adorned with memorable moments from the hit show at [CafePress.com](#).

"We are thrilled to continue our partnership with CafePress on the *Veronica Mars* merchandise line, created by fans, for fans," said Karen McTier, Executive Vice President of Domestic Licensing and Worldwide Marketing, Warner Bros. Consumer Products. "Proving that spunky and smart never goes out of style, this fun collection will give loyal 'Marshmallows' even more to be excited about."

The expansive selection of merchandise includes fan-designed t-shirts, iPhone cases, journals and more. Currently there are more than 24,000 products available on [CafePress.com](#), with more [Veronica Mars-inspired](#), fan-created products being added every day. Fans (a.k.a. Marshmallows) can enjoy gear that highlights team favorites - Team Piz, Team Logan, Team Leo or Team Mars - in addition to an endless assortment of designs that showcase notable quotables from the wildly popular TV show, including:

Veronica Mars Fan-Designed Gear Available on CafePress (Photo: Business Wire)

- [Be Cool Soda Pop](#)
- [Java The Hut](#)
- [Neptune High School](#)
- [Veronica She's a Marshmallow](#)

Warner Bros. Consumer Products' is a prominent partner offering an extensive collection of premiere licensed properties that are enhancing fan experience through partnership with CafePress. The customization leader is already highly regarded for its broad collection of partnerships with popular entertainment brands, well known non-profit organizations and a number of the world's largest e-commerce retailers.

"CafePress is excited to bring this impressive selection of *Veronica Mars* fan-designed gear to fans everywhere," said Ty Simpson, VP of Business Development at CafePress. "This is a perfect way to both amplify and respond to the desires of the

Veronica Mars fan base than to let them create their own products that honor and capture the best moments of this fantastic series and crowd-funded film."

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 websites and companies 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 Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140314005173/en/>

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