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Molson Canadian®, CafePress Launch New Canadian Online Coors Light® Merchandise Store

LOUISVILLE, Ky.--(BUSINESS WIRE)-- After launching a partnership to bring Molson Canadian fans products with the beer brand's emblematic red leaf last August, today Molson Coors Canada, a subsidiary of Molson Coors Brewing Company (NYSE: TAP) and [CafePress Inc.](http://www.cafepress.com) (NASDAQ: PRSS), the World's Customization Engine®, announced a new partnership to bring Coors Light branded apparel and consumer products to millions of Canadian fans via a e-commerce store located at <http://shop.coorslight.ca/>.

The online store's products include a broad range of branded t-shirts, beer steins, pint glasses and cellphone cases embellished with the popular Coors Light logo.

"Coors Light drinkers are passionate about their favorite beer," says Karl Bonar, Senior Brand Manager on Coors TM at Molson Coors Canada. "We are delighted to give Canadian Coors Light fans access to shirts, hats and other items to show their allegiance to our brands with great branded merchandise now available through our growing partnership with CafePress."

With a wide array of personalized products for online customers with seamless end-to-end services, the new Coors Light shop will allow customers to customize and personalize products in addition to an enhanced selection of bar décor and seasonally relevant promotional merchandise.

In August 2013, Molson Coors became the first brewing company using the CafePress platform with its online store (<http://shop.molsoncanadian.ca/>) selling merchandise with Molson's emblematic red leaf.

Coors Light is another noted addition to CafePress' robust collection of hundreds of premiere licensed properties that have chosen to continue to enhance their selection of brand offerings through partnership with CafePress. The customization leader is already highly regarded for its broad collection of partnerships which include many popular entertainment brands, well known non-profit organizations and a number of the world's largest e-commerce retailers.

"We've enjoyed a tremendous partnership with Molson Coors thus far," says Ty Simpson, Vice President of Business Development for CafePress. "We're thrilled to help fans of the Molson Coors brands connect their loyalty to their favorite beer to merchandise."

The selection of t-shirts and gear currently features items such as:

- [Coors Light Hoodie](http://shop.coorslight.ca/hoodies/men-s-hoodie-1755.html) (<http://shop.coorslight.ca/hoodies/men-s-hoodie-1755.html>)
- [Coors Light Can Insulator](http://shop.coorslight.ca/drinkware/can-insulator.html) (<http://shop.coorslight.ca/drinkware/can-insulator.html>)
- [Coors Light Men's Ringer T-Shirt](http://shop.coorslight.ca/for-men/men-s-ringer-t-shirt.html) <http://shop.coorslight.ca/for-men/men-s-ringer-t-shirt.html>
- [Coors Light Laptop Skin](http://shop.coorslight.ca/tech-gear/laptop-skin.html) (<http://shop.coorslight.ca/tech-gear/laptop-skin.html>)

For more information, and to shop for Coors Light merchandise, visit: <http://shop.coorslight.ca/>

About CafePress [PRSS]:

[CafePress](http://www.cafepress.com) 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 platform. CafePress' portfolio of e-commerce websites and companies includes [CafePress.com](http://www.cafepress.com), [CanvasOnDemand.com](http://www.canvasondemand.com), [GreatBigCanvas.com](http://www.greatbigcanvas.com), [Imagekind.com](http://www.imagekind.com), [InvitationBox.com](http://www.invitationbox.com) and [LogoSportswear.com](http://www.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 Molson Coors Canada

Molson Coors Canada is the Canadian division of Molson Coors Brewing Company (NYSE: TAP), a global brewer with operations in Canada, the U.S., U.K. and Asia. The company proudly offers some of the most popular brands in Canada with an award-winning brand portfolio which includes Molson Canadian, Coors Light, Molson Export, Rickard's and Molson Canadian 67. Molson Coors also partners with other leading brewers to offer such global brands as Heineken, Corona and Miller Genuine Draft. Molson Coors Canada employs 3,000 Canadians, operates seven breweries, including boutique breweries Creemore and Granville Island, and invests in Canadian communities from coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Coors Canada is committed to promoting its products and events in a responsible manner as part of an active, healthy lifestyle. For more information visit the company's website, www.molsoncoors.com.

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