



October 1, 2013

CafePress Unveils Campaign to Support The Breast Cancer Research Foundation(R)

Sales Donated in Recognition of National Breast Cancer Awareness Month

LOUISVILLE, Ky., Oct. 1, 2013 (GLOBE NEWSWIRE) -- Today, [CafePress](#) Inc., (Nasdaq:PRSS), The World's Customization Engine[®], announced the launch of its support for The [Breast Cancer Research Foundation](#) (BCRF), a partnership developed with combined efforts to help find a cure for breast cancer. Breast cancer is the second-leading killer of women in the United States. Nearly 40,000 women are expected to die of this disease in 2013, and almost a quarter-million new cases will be diagnosed.

<http://www.cafepress.com/+breast-cancer+gifts>

"The Breast Cancer Research Foundation is thrilled that CafePress has teamed up with BCRF in efforts to fuel the fight against breast cancer," said Myra Biblowit, President & CEO, BCRF. "With the generous contributions yielded from this campaign, BCRF can continue to invest in promising breast cancer research that will, one day, lead us to our mission of prevention and a cure."

As part of the partnership with BCRF, CafePress is donating 10% from the final purchase price of products tagged "BCA2013" (which equals retail price minus discounts) from the CafePress Marketplace to The Breast Cancer Research Foundation[®] now through October 31st.

CafePress.com merchandise includes:

- [Pink Ribbon Butterflies T-Shirt](#)
- [Pink Hope T-Shirt](#)
- ["I wear pink for everyone" BCA T-Shirt](#)

"We are honored to offer fundraising support to such a revered organization as The Breast Cancer Research Foundation," says CafePress spokesperson, Sarah Segal. "Right now there are already 174,000 products tagged BCA2013, as we move further into October, breast cancer awareness month, we look forward to seeing the additional designs our community offers, as every year we are genuinely humbled by the wealth of inspirational designs created for this effort."

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

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 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

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

About The Breast Cancer Research Foundation[®]

Founded by Evelyn H. Lauder in 1993, The Breast Cancer Research Foundation (BCRF) has raised more than \$450 million in the last 20 years to advance the world's most promising breast cancer research to achieve prevention and a cure in our lifetime. In October 2013, BCRF will commit \$45 million to support the work of more than 200 researchers at major medical institutions across six continents. By spending 91 cents of every dollar on research and awareness programs, BCRF remains one of the nation's most fiscally responsible charities. It has earned four stars from Charity Navigator since 2002 and is the only breast cancer organization awarded an "A+" from CharityWatch. For more information, visit www.bcrfcure.org.

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