



December 2, 2013

CafePress Launches Personalized Ornaments in Support of the Red Cross and #GivingTuesday

A portion of the proceeds will be directed to the Red Cross

LOUISVILLE, Ky.--(BUSINESS WIRE)-- Today, [CafePress](http://www.cafepress.com) Inc. (NASDAQ: PRSS), The World's Customization Engine® in partnership with the [American Red Cross](http://www.redcross.org) announced the launch of a customizable ornament fundraising campaign in time for [#GivingTuesday](https://twitter.com/givingtuesday) this December 3, 2013. To celebrate and support the American Red Cross, [CafePress.com](http://www.cafepress.com) is offering to create a custom holiday ornament that shines with meaning. The ornaments are on sale for \$15, and \$6.50 will go to Red Cross Disaster Relief.

<http://www.cafepress.com/redcross>

"With this unique program people can adorn their holiday trees with symbols of support for a meaningful cause. What better way to give back this holiday season than with a unique ornament to give as a gift for friends and family," said Sarah Segal, CafePress spokesperson. "CafePress is honored to support the American Red Cross with this new and unique program."

Now available on [CafePress.com](http://www.cafepress.com), the Red Cross ornaments can be customized by adding a photo to a collection of elegant templates. CafePress is also supporting the Red Cross response to victims of Typhoon Haiyan with a limited edition "Island of Hope" T-shirt featuring the word "pag-asa" which means "hope" in Tagalog. Customers may purchase the T-shirt for \$9, and \$4.15 from each sale on [CafePress.com](http://www.cafepress.com) will be remitted to the Red Cross in support of the impacted people of the Philippines.

You can view the t-shirt at http://www.cafepress.com/mf/84595556/island-of-hope_tshirt?productId=1097880897

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 services 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 the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit [redcross.org](http://www.redcross.org) or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).

Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20131202005318/en/>

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