



April 8, 2009

Green is the New Black: CafePress Unveils Organic Apparel Collection

Eco-Fabulous T-shirts Now Available for Every Taste and Style

SAN MATEO, CA April 8, 2009 - [CafePress](#), the leader of user-generated commerce, marries sustainability and self-expression with the launch of organic clothing line. The collection includes eco-fabulous, super-soft T-shirts for [men](#), [women](#), [children](#) and even [babies](#).

Through [create-and-buy](#) design tools on CafePress, shoppers can add their photos and digital art to the collections 100 percent organic combed ring-spun cotton shirts from American Apparel and Econscious. Consumers can also [shop](#) thousands of organic products designed by CafePress' community of users, featuring styles that will let the whole family strut their green-chic personality.

"CafePress is all about passion and personal expression; and, these days nothing is more passionate and socially relevant than eco-conscious living," said CafePress Vice President of Marketing Amy Maniatis. "Through CafePress' new organic clothing line, our community can wear their passions loud and proud while living a little greener."

In addition to the new organic apparel collection, CafePress has partnered with [Carbonfund.org](#) to launch a special edition [carbon-neutral T-shirt](#) in honor of Earth Day. Through this collaboration, CafePress helps spread Carbonfund.org's message to reduce carbon emissions in an earth-friendly, wearable way while giving back to the organization to further its climate efforts.

Certified CarbonFree by Carbonfund.org's Product Certification Program, the high-quality, pre-shrunk AnvilRecycled® T-shirt features 69 percent pre-consumer recycled cotton. Available now for \$15 on [CafePress](#), proceeds from the green T-shirt benefit Carbonfund.org.

###

About CafePress

CafePress is the leader in User-Generated Commerce and offers sellers turnkey e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Launched in 1999, CafePress has empowered individuals, organizations and businesses to create, buy and sell customized merchandise online using the company's unique print-on-demand and e-commerce services. Today, CafePress is a growing network of over 6.5 million members who have unleashed their creativity to transform their artwork and ideas into unique gifts and new revenue streams.

For more information visit CafePress at www.cafepress.com.

Media Contact:

Kimberly Youngstrom

212.221.1713

kyoungstrom@kaplowpr.com

Marc Cowlin

650.655.3039

pr@cafepress.com