



## **FAST FACTS**

### **Quick Profile**

We're CafePress, the leader in user-generated commerce. What's that? In a nutshell we sell T-Shirts, apparel, gifts for the home, stationery, gear, and other stuff that gets printed on. But the interesting thing is, we don't design a thing. Our shopkeepers create the designs. So every time we sell something, they make money.

Hence, user-generated commerce. And we're the leader in it.

Shop the world's biggest collection of user-designed products. With a community of 6.5 million users, CafePress is where folks from all walks of life gather online to create, sell, and buy "print on-demand" products. Each brings to life whatever people are passionate about. It can be a white-hot political cause? A gorgeous grandchild? An obsessive hobby? A funny (or flirty?) thought? Whatever.

In fact, at CafePress you'll find most everything imaginable. It's a lively, growing marketplace with over 150 million products (45,000 new ones get added daily). And if you can't find what you want just create your own design. We'll print it for you -- whether you want 1 or 1,000.

### **Offices**

Corporate Headquarters: San Mateo, California

Production Facilities: Louisville, KY

### **Founded**

October 1999

### **Management Team**

Fred Durham, Co-founder and Chief Executive Officer

Monica Johnson, Chief Financial Officer

Bob Marino, Executive Vice President of Operations

Amy Maniatis, Vice President Marketing

Neil Markey – Vice President Engineering

Abdul Popal, Vice President of Business Operations and Corporate Development

### **Employees**

300+ employees

### **Independent Shopkeepers & Major Accounts**

CafePress.com is a global and growing network of over 6.5 million independent shopkeepers and members in addition to syndicated and corporate stores. CafePress.com has over 50 major accounts, including March of Dimes, Dilbert, Discovery, Noggin and STARTREK.COM. In addition, CafePress.com has strategic agreements with licensors that include more than 90 properties.

## History

Prior to founding CafePress.com, Fred Durham and Maheesh Jain, self-proclaimed serial entrepreneurs, launched several consumer and business technology companies after graduating from Northwestern University. Together, they focused on developing software applications targeted to the diverse needs of small businesses and the larger broadcast and commercial printing industries.

Durham and Jain set out to redefine the way business is done by using the power of the Internet to create a new class of entrepreneurs. In 1999, taking the best elements from each of their previous business ventures, the duo launched CafePress.com.

## CafePress.com Services

### CafePress.com Marketplace

In the CafePress.com Marketplace, a dynamic online retail experience, visitors will find over 150 million unique products created by members from around the globe. No matter what your passion, there's a product for you.

### Create & Sell

Through the CafePress.com Create & Sell<sup>SM</sup> service, customers are able to open an online shop to transform their artwork and ideas into new revenue streams and diverse products – all with no upfront costs and no inventory to manage.

### Create & Buy

The CafePress.com Create & Buy<sup>SM</sup> service empowers people to personalize their own gifts. Customers can add their own personal touch to more than 100 products – all with a few clicks of the mouse.

## Fun Facts

- Catalog offers over 150 million user-created products
- Over 6.5 million registered users
- Average annual growth rate of 60%
- The CafePress.com web site averages 11 million unique visits per month
- Approximately 2000 new, independent shops join the CafePress.com network each day
- Roughly 45,000 new, unique products are added each day

## Contact Information

### Corporate Headquarters

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