

## FAST FACTS

### Quick Profile

CafePress.com is an online marketplace that offers sellers complete e-commerce services to independently create and sell a wide variety of products, and offers buyers unique merchandise across virtually every topic. Since 1999, CafePress.com 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. As of June 2006, there are over 2.5 million members in the CafePress.com network; over a million shops offering over 35 million unique products; and, more than 80 customizable products ranging from apparel, home and office accessories to music and data CDs and books to prints, posters and cards. CafePress.com is a privately owned, profitable company.

### Offices

Corporate Headquarters: Foster City, California  
Production Facilities: Hayward, California and Louisville, KY

### Founded

October 1999

### Management Team

Fred Durham, Co-founder and Chief Executive Officer  
Maheesh Jain, Co-founder and Vice President of Business Development  
Monica Johnson, Chief Financial Officer  
Jill Kulick, Vice President of Human Resources  
Mehdi Maghsoodnia, Vice President of Product Development  
Bob Marino, Vice President of Operations  
Abdul Popal, Vice President of Business Affairs

### Board of Directors

Steve Blank, Founder of ePiphany  
Doug Leone, Sequoia Capital  
Philip Monego, Technology Perspectives Partners, LLC  
Thomas Toy, PacRim Venture Partners

### Employees

200+ employees

### Independent Shopkeepers & Major Accounts

CafePress.com is a global and growing network of over 2.5 million independent shopkeepers and members in addition to syndicated and corporate stores. CafePress.com has over 50 major accounts, including March of Dimes, Dilbert, Wikipedia, 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 35 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 80 products – all with a few clicks of the mouse.

## Fun Facts

- What's Your Passion?<sup>TM</sup> — politics, babies, music, pets, sci-fi, knitting — there's something for everyone at CafePress.com
- The CafePress.com web site averages 9 million unique visits per month
- Approximately 1500 new, independent shops join the CafePress.com network each day
- As of June 2006, over 3 million orders had been shipped to customers spanning the globe
- Roughly 45,000 new, unique items are added each day
- The most popular item is the white T-Shirt; over three-quarters of a million standard white T-Shirts were purchased in the first six years

## Contact Information

### Corporate Headquarters

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### Customer Service

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### Public Relations

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