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## **FAST FACTS**

### **Quick Profile**

CafePress is the world's biggest destination for self-expression through merchandise. Each month over 11 million shoppers visit CafePress to buy or create T-shirts, mugs, posters and other gifts that reflect their interests, passions, beliefs and affiliations.

Today, CafePress is a growing network of over 6.5 million members who have unleashed their creativity to transform their artwork and ideas into an impressive catalog of over 250 million unique gifts. 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? Anything!

### **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, Chief Operating Officer  
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 corporate stores and licensed properties. CafePress.com has over 100 major accounts, including American Idol, E! Television, Smithsonian Institute, Noggin and the Twilight series.

### **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 250 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 unique merchandise shops – 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 250 million user-created products
- Over 6.5 million registered users
- 5-year 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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