

Follow the leader.

From humble begins (yes, we were founded in a garage), CafePress has grown to become the leader in user-generated commerce. Here are some highlights of the journey so far:

1999

August CafePress.com opens for business from a San Leandro, California garage; the company started with just four products — a t-shirt, two mugs and a mouse pad

August Kill pop radio! First order ships — it's a white t-shirt with www.killpopradio.com emblazoned on the front

October CafePress.com comes to life, incorporates. The company was founded following an aggressive outbound email campaign that targeted 100 new Web sites each day; a surprising 20 percent response rate started the viral momentum and within 15 days, CafePress.com was receiving up to five thank you emails per day... and the business was born

December There must be angels; CafePress.com receives start up funding

2000

January Company focuses on signing deals with large community Web sites; in January of 2000, deals were arranged with leading companies including NBC Internet, MP3.com and Advance Internet

March CafePress.com secures Series A venture funding

April Out of the garage and into an office; CafePress.com moves the company to Hayward, California

October Politics heats up! "Sore Loserman" political merchandise boosts sales

December What a year! By the end of 2000, CafePress.com signed agreements with United Media/Dilbert.com, Electronic Arts/Origin Systems, Women.com, and Salon.com

2001

January CafePress.com growth spurt continues. Company relocates corporate headquarters to San Leandro, California

March In the black! CafePress.com reaches profitability; this at a time when the fall of the tech sector wreaks havoc on the economy

July CafePress.com wins coveted award; the people speak and declare CafePress.com the winner of the Webby People's Voice Award

September Nationwide outpouring of patriotism in support of the September 11 attacks leads to grassroots uprising; sales profits from shopkeeper's across the country resulted in more than \$30K being donated to the American Red Cross

2002

July 300,000th CafePress.com shop opened

August CafePress.com announces Premium Shops service

2003

February Bursting at the seams. CafePress.com moves to larger offices in San Leandro

March CafePress.com launches retail-ready audio and data CD experience

April Grains of Sand is the first CD published through CafePress.com

April 500,000th CafePress.com shop opens

November Freedom from the print press! Now, anyone can become an author using the self-publishing print-on-demand service from CafePress.com; first book published is From Bat to Verse

December The millionth member joins CafePress.com

2004

January CafePress.com doubles in size; more than 150 employees now see green in their future

May CafePress.com launches dynamic retail experience, providing consumers with even more shopping flexibility through the CafePress.com Marketplace

May Steve Blank joins the CafePress.com Board of Directors; over the last 25 years, Blank has been part of, or co-founded eight Silicon Valley startups, including enterprise software company E.piphany

May Philip Monego joins the CafePress.com Board of Directors; throughout the 30 years he has spent in the technology industry, Monego has served as a founder, chief executive, senior executive and investor in more than a dozen companies including Yahoo Inc. where he was the company's first chairman and CEO

June CafePress.com announces Create & Buy service

July Non-partisan CafePress.com announces Politics Portal featuring merchandise for everyone — whether you're left, right or center

July CafePress.com moves to expanded production facility in Hayward, California

September Revenues rise 30 percent within four months following the launch of the CafePress.com Marketplace, a dynamic online retail shopping experience

October CafePress.com celebrates five years; company now offers an expanded product line of over 70 items

November Another contentious election ends. "W is for Winners" t-shirts help the winners express their joy while "Sorry Everybody" reflects the pain of the losers

2005

January CafePress.com receives Series B venture funding

January Doug Leone, a partner at Silicon Valley based Sequoia Capital since 1988, joins the CafePress.com Board of Directors

May CafePress.com wins Webby in the retail category

June AlwaysOn names CafePress.com amongst the top 100 Top Private Companies for 2005

August CafePress.com opens a second production facility in Louisville, Kentucky

August Bob Marino joins CafePress.com as Vice President of Operations

- August The Flying Spaghetti Monster makes a Big Bang as an Internet phenomenon. FSM gathers fans if not believers in a survival of the wittiest alternative to Darwin's Theory of Evolution and faith-based Intelligent Design.
- August CafePress.com moves its corporate headquarters from San Leandro to Foster City, California
- November CafePress begins offering Black T-Shirts answering the number one Shopkeeper request
- December CafePress ends the year with a record catalog count of 22 million unique products
- 2006
- February Proof that the T-Shirt economy closely follows the news is verified after the Dick Cheney shooting incident inspires hundreds of unique designs on thousands of products
- May CafePress and Babylon5scripts.com announce halfway point of 14 volume Publishing-On-Demand project with projected \$1.5 million in gross sales
- October CafePress host its first user conference, CafePress Connect, in San Francisco
- 2007
- January CafePress catalog of individual products for sale surpasses 50 million
- May CafePressVoice, an advisory council of Shopkeepers is launched
- December CafePress named as one of Internet Retailers "Hot 100 - Best Retail Web Sites."
- 2008
- January Catalog of available merchandise surpasses 150 million mark
- February As presidential elections heat up CafePress launched the CafePress Meter (link - http://www.cafepress.com/cp/buy/elections08_meter), a unique tool that tracks the sales of presidential candidates
- March CafePress launches a blog (link - <http://blog.cafepress.com/>) sure to entertain and delight
- April CafePress launches InfiniStitch Embroidery (link - <http://www.cafepress.com/buy/infinistitch>) – a revolutionary new patent pending technology
- May CafePress partners with Stand Up To Cancer and joins in the search for a cure to cancer (link to shop - www.cafepress.com/su2c)
- June CafePress partners with Rock The Vote to help in the mission to register new voters and host an online merchandise shop
- July CafePress expands its canvass by acquiring ImageKind
- August Limited edition Shepard Fairey art available exclusively at CafePress through partnership with Rock The Vote
- November CafePress t-shirt sales predict 2008 presidential winner
- November CafePress launches official fan-designed “Twilight” merchandise through a partnership with Summit Entertainment

November CafePress expands global reach to UK, Canada, and Australia
2009

January CafePress and Rock The Vote unveil limited edition Rolling Stone
Presidential Inauguration t-shirt

April CafePress unveils organic apparel collection

May CafePress unveils a new online design tool that makes it effortless for
shoppers to express themselves by creating one-of-a-kind reusable SIGG
bottles

May CafePress and Operation Gratitude partner to support U.S. Military overseas

May CafePress launches official fan-designed "American Idol" merchandise
through a partnership with FremantleMedia Enterprises, North America

September CafePress and VH1 Save The Music Foundation debut official 2009 "Divas"
t-shirt

September CafePress launches official fan-designed "Fame" merchandise through a
partnership with MGM

October CafePress launches official fan-designed "New Moon" merchandise through a
partnership with Summit Entertainment