

CafePress and Sellit Announce a New Ecommerce Platform to Allow Shopkeepers to Embed Stores on Social Networks and Across the Web

CafePress releases a beta test of the Sellit suite of services to Shopkeepers helping them market their stores and increase their reach

Phoenix, AZ and San Mateo, CA - January 27th, 2009 – CafePress, the leaders of user generated commerce and Sellit, your distributed ecommerce partner, today announced a partnership to enable CafePress Shopkeepers to quickly and easily create a Sellit ShopBOT, a store widget that can be embedded on popular social networks, like MySpace and Facebook, on blogs, and placed on premium websites using the Sellit advertising network. That network increases shopkeepers' reach by serving up their storefronts as interactive, rich media advertisements. By empowering shopkeepers to create a Sellit ShopBOT, CafePress offers their Shopkeepers an expanded market potential through a distributed ecommerce model.

“Sellit’s distributed commerce platform lets marketplaces like CafePress provide their merchants with new tools to easily distribute and market their stores across the Web,” says Josh Manley, President and co-founder of Sellit. “Combining our platform with CafePress provides an excellent opportunity to empower designers and entrepreneurs who upload and sell their designs on CafePress.”

“CafePress has enabled shopkeepers of all sizes, from stay at home moms to experienced designers and entrepreneurs to create and sell a wide variety of high quality custom products,” says Amy Maniatis, VP of Marketing for CafePress. “Partnering with Sellit will allow us to offer our Shopkeeper community a great tool for social networking, marketing their own shops and reaching new audiences.”

The ShopBOT, a free embeddable widget, is simple to create, infinitely replicable and can update inventory and product selections in real time. Sellit serves the spectrum of online merchants, from tech experts to those with little experience in social networking. This process is made even more simple and effective through the Sellit ad network that lets merchants advertise their ShopBOT on premium Web properties for as little as \$10 per month. This lowers the barrier to entry for sellers to distribute and market their stores across the Web by turning their ShopBOTs into rich, interactive advertisements.

CafePress and Sellit have launched the Sellit ShopBOT and ad network to their shopkeepers in a broad beta test. Thousands of shopkeepers are now using Sellit distributed services to spread their stores across a variety of premium websites through social networking and via the ad network. CafePress and Sellit plan to release the Sellit suite of services to the entire community of CafePress shopkeepers in first quarter 2009.

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.

About Sellit

Sellit is a distributed ecommerce platform that lets online merchants turn their storefronts into ShopBOTS, embeddable widgets that can be distributed across the Web. Sellit also offers an advertising network to distribute and display storefronts as interactive web advertisements. By empowering distributed ecommerce Sellit evolves the traditional destination-based model. This greatly expands the total addressable market for any online marketplace and enables store owners to sell more product, quicker and with greater margins. Sellit, a Ustrive2 company, is privately held and based in Phoenix, AZ.

Useful Links

More on Sellit: <http://www.sellit.com>

More on Café Press: <http://www.cafepress.com>

Sellit Blog: <http://sellit.typepad.com/sellit/>

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