



## Vistaprint Launches New Promotional Products for Micro Businesses

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*Customers Will Stay Top of Mind with Branded Products That Include Stress Balls, USB Drives and Bottle Openers*

VENLO, Netherlands--(BUSINESS WIRE)--Aug. 6, 2012-- Vistaprint N.V. (Nasdaq: VPRT), a leading online provider of professional marketing products and services to [micro businesses](#) and the home, today announced a new line of customizable promotional products that micro businesses can uniquely brand and give to customers to use in their every-day lives. In an online heavy world, promotional products help small businesses to increase visibility, stay top of mind over a long period of time and establish a professional identity in a competitive marketplace.

As it has in the past, Vistaprint applied proprietary technology and world class manufacturing practices to solve the production and fulfillment of a marketing product that had traditionally been out of reach for the micro business marketplace. In the past, due to high order minimums as well as prices that were far too high for businesses with limited budgets, promotional products weren't a feasible marketing method. Much like embroidered apparel products, Vistaprint has made a "difficult" product for micro businesses easy to design and order in small quantities.

"There has been a clear shift in the way small businesses are marketing today, with more and more people moving online and taking advantage of digital channels. What we've found and what industry data shows is that offline marketing methods are still being leveraged and succeeding in driving business for our customer base," said Don LeBlanc, chief marketing officer at Vistaprint. "We feel that this launch will give our customers another offline marketing product they can pass along that will keep their business front and center."

At Vistaprint.com micro business owners can now choose from 10 different [promotional products](#) to promote their business. Each item can be customized with an image, logo or message that truly makes it a branded piece of marketing collateral. Unlike traditional promotional product providers, Vistaprint allows customers to order in small quantities, avoid costly set-up and upload fees and receive their order in as little as three business days. Customers can fully design their products online and order quantities as low as 24 at prices far below the competition. A customized sample is also available for just \$2.50, with seven day shipping included.

Promotional product options include: Calculators, USB Drives, Stress Balls, Tape Measures, Bottle Openers, Letter Openers, Flashlight Keychains, Magnetic Clips, Rulers and Koozies. Customers can place orders in quantities of 24 and increments of 12 to best suit their needs, and choose from three, seven or 14 day shipping.

### **About Vistaprint**

Vistaprint N.V. (Nasdaq:VPRT) empowers more than 14 million micro businesses and consumers annually with affordable, professional options to make an impression. With a unique business model supported by proprietary technologies, high-volume production facilities, and direct marketing expertise, Vistaprint offers a wide variety of products and services that micro businesses can use to expand their business. A global company, Vistaprint employs over 3,700 people, operates more than 25 localized websites globally and ships to more than 130 countries around the world. Vistaprint's broad range of products and services are easy to access online, 24 hours a day at [www.vistaprint.com](http://www.vistaprint.com).

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Source: Vistaprint N.V.

Vistaprint

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