



Vistaprint Announces Addition of Kids' Options to Existing Apparel Line

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Customizable Kids' T-shirts Now Available at Vistaprint.com

VENLO, the Netherlands--(BUSINESS WIRE)--Oct. 3, 2012-- Vistaprint N.V. (Nasdaq: VPRT), a leading online provider of professional marketing products and services to [micro businesses](#) and the home, today announced that personalized Kids' T-shirts are now available at Vistaprint.

The addition of [Kids' T-shirts](#) offers parents a low-cost option to create personalized apparel, available in white and sizes extra-small to extra-large. Customers can easily create customized T-shirts for kids and choose from a wide range of designs at an affordable price.

"T-shirts are our most popular apparel item, and our customers have been asking us to offer youth sizes. Our new, customizable Kids' T-shirts are a great value and something anybody can easily design online," said Jeff Prus, vice president of product marketing at Vistaprint. "We offer hundreds of fun designs with such themes as animals, sports, and, of course, the always popular big brother or sister designs. They make a fantastic gift."

Customers can create T-shirts for the whole family, including Women's T-shirts, Men's T-shirts and now Kids' T-shirts at www.vistaprint.com. Customers can choose from Women's T-shirts in white, available in size small to extra-extra large, Men's Basic T-shirts, available in size small to extra-extra large in white, black and ash gray and Long Sleeve Men's T-shirts available in size small to extra-extra large in black and white.

The high-quality durability of Vistaprint's T-shirt gives customers confidence that they will last over time and keep their family looking well-coordinated. There are no minimum quantities; customers can order just the right amount, from a quantity of one to as many as 500 T-shirts.

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.

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