FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB ADDDOVAL

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| ONB APPROVAL             |           |  |  |  |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|--|--|--|
| OMB Number:              | 3235-0287 |  |  |  |  |  |  |  |  |  |
| Estimated average burden |           |  |  |  |  |  |  |  |  |  |
| hours per response:      | 0.5       |  |  |  |  |  |  |  |  |  |
|                          |           |  |  |  |  |  |  |  |  |  |

| Name and Address of Reporting Person*     Holian Janet                  |  | Issuer Name <b>and</b> Ticl<br>VISTAPRINT L |                  |         |   |        | ationship of Reporting Person(s) to Issuer k all applicable)  Director 10% Owner Officer (give title Other (specify below) below)  Executive VP and CMO |   |   |   |
|---|--|---|------------------|---------|---|--------|---|---|---|---|
| (Last) (First) (Middle) C/O VISTAPRINT USA, INCORPORATEI 100 HAYDEN AVE | ار                                     | Date of Earliest Trans<br>17/21/2006        | action (I        | Month   | /Day/Year)  |        |   |   |   |   |
| (Street) LEXINGTON MA 02421  (City) (State) (Zip)                       | 4                                      | . If Amendment, Date o                      | of Origina       | al File | d (Month/Day)   | Line)  | Individual or Joint/Group Filing (Check Application)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person          |   |   |   |
|   | on-Derivati                            | ve Securities Ac                            | nuired           | Dis     | enosed of   | or Ber | eficially   | Owned   |   |   |
| 1. Title of Security (Instr. 3)   | 2. Transaction<br>Date<br>(Month/Day/Y | 2A. Deemed<br>Execution Date,               |                  |         | 4. Securities Acquired (A<br>Disposed Of (D) (Instr. 3, |        |   | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |  |   | Code V           |         | Amount (A) or (D)                                       |        | Price   |   |   |   |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 200   | D      | \$23.76   | 112,862 <sup>(2)</sup>  | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 100   | D      | \$23.79   | 112,762   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 100   | D      | \$23.84   | 112,662   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 100   | D      | \$23.93   | 112,562   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 100   | D      | \$23.95   | 112,462   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 400   | D      | \$23.96   | 112,062   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 100   | D      | \$23.97   | 111,962   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 200   | D      | \$23.98   | 111,762   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 100   | D      | \$23.99   | 111,662   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 600   | D      | \$24  | 111,062   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 300   | D      | \$24.01   | 110,762   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 100   | D      | \$24.02   | 110,662   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 300   | D      | \$24.06   | 110,362   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 125   | D      | \$24.1  | 110,237   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 200   | D      | \$24.11   | 110,037   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 75  | D      | \$24.13   | 109,962   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 200   | D      | \$24.15   | 109,762   | I   | See<br>footnote <sup>(3)</sup>                                    |
| Common Shares   | 07/21/200                              | 06  | S <sup>(1)</sup> |         | 200   | D      | \$24.16   | 109,562   | I   | See<br>footnote <sup>(3)</sup>                                    |

| 1. Title of   | Security (Inst  | tr. 3)   |   | 2. Transa<br>Date<br>(Month/D |                           | Exec<br>if an    | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code (Instr.<br>8) |                            |          |   |                      |                 | 5. Amount of<br>Securities<br>Beneficially<br>Ownerted | ies<br>cially<br>Following   | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership |
|---|---|--|---|-------------------------------|---------------------------|------------------|---|---|----------------------------|----------|---|----------------------|-----------------|--|--|---|--|
|   |   |  |   |                               |                           |                  |   | Code                                    | v                          | Amount   | (A) (D)   | Price                | ,               | Transac  | Reported<br>Fransaction(s)<br>Instr. 3 and 4)  |   | (Instr. 4)                                 |
| Common Shares                                       |   |  |   | 07/21                         | 07/21/2006                |                  |   | S <sup>(1)</sup>                        |                            | 100      | D   | \$24.18              | l.18            | 8 10   | 09,462   | I   | See<br>footnote <sup>(3)</sup>             |
| Common  |   | 07/21/2006                                     |   |                               |                           | S <sup>(1)</sup> |   | 400                                     | D                          | \$24     | 1.19  | .19 109,062          |                 | I  | See<br>footnote <sup>(3)</sup>   |   |  |
| Common  |   | 07/21/2006                                     |   |                               |                           | S <sup>(1)</sup> |   | 200                                     | 200 D                      |          | 4.2   | 108,862              |                 | I  | See<br>footnote <sup>(3)</sup>   |   |  |
| Common  |   | 07/21/2006                                     |   |                               |                           | S <sup>(1)</sup> |   | 200                                     | D \$24.27                  |          | 108,662   |                      | I               | See<br>footnote <sup>(3)</sup>                         |  |   |  |
| Common  |   | 07/21/2006                                     |   |                               |                           | S <sup>(1)</sup> |   | 200                                     | D                          | \$24     | \$24.28   |                      | 8,462           | I  | See<br>footnote <sup>(3)</sup>   |   |  |
| Common Shares                                       |   |  |   | 07/21/2006                    |                           |                  |   | S <sup>(1)</sup>                        |                            | 200      | D   | \$24.29              |                 | 108,262  |  | I   | See<br>footnote <sup>(3)</sup>             |
| Common Shares                                       |   |  |   | 07/21                         | /2006                     |                  |   | S <sup>(1)</sup>                        |                            | 300      | D   | \$2                  | 4.3             | 10   | 7,962  | I   | See<br>footnote <sup>(3</sup>              |
| Common Shares                                       |   |  |   | 07/21                         | /2006                     |                  |   | S <sup>(1)</sup>                        |                            | 200      | D   | \$24                 | 1.31            | 10   | 7,762  | I   | See<br>footnote <sup>(3)</sup>             |
| Common Shares 07/2:                                 |   |  |   |                               | /2006                     |                  |   | S <sup>(1)</sup>                        |                            | 30       | D   | \$24                 | 1.32            | 10   | 7,732  | I   | See<br>footnote <sup>(3</sup>              |
| Common Shares 07/21/2006                            |   |  |   |                               | /2006                     |                  |   | S <sup>(1)</sup>                        |                            | 170      | D   | \$24.45 107          |                 | 107,562 I  |  | I   | See<br>footnote <sup>(3)</sup>             |
| Common Shares                                       |   |  |   |                               |                           |                  |   |   |                            |          |   |                      |                 |  | 4,000  |   |  |
|   |   | Ta   |   |                               |                           |                  |   |   |                            | osed of, |   |                      |                 | wned   |  | ,   | <u>'</u>                                   |
|   | 1.  | I  |   |                               | 1                         | alis, v          |   | 1                                       |                            | onvertib |   |                      | _               |  |  |   | 1  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | ersion Date ercise (Month/Day/Year) i of ative | 3A. Deem<br>Execution<br>if any<br>(Month/D | n Date,                       | Date, Transac<br>Code (In |                  |   |   | Exerci<br>ion Da<br>/Day/Y |          | 7. Title<br>Amoun<br>Securit<br>Underly<br>Derivat<br>Securit<br>and 4) | it of<br>ies<br>ying | De<br>Se<br>(In | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)    | 9. Number<br>derivative<br>Securities<br>Beneficiall<br>Owned<br>Following<br>Reported<br>Transactio<br>(Instr. 4) | Ownershi<br>Form:<br>y Direct (D)<br>or Indirec<br>(I) (Instr. 4  | Beneficial<br>Ownershi<br>t (Instr. 4)     |
|   |   |  |   |                               |                           |                  |   |   |                            |          |   | Amount               | 1               |  |  |   |  |
|   |   |  |   |                               |                           |                  |   |   |                            |          |   | or<br>Number         |                 |  |  |   |  |

## Explanation of Responses:

- 1. The sale of common shares was effected pursuant to Rule 10b5-1 trading program adopted by the seller on March 16, 2006.
- 2. Separate sale transactions that were executed on 07/21/2006 at the same price have been reported on an aggregate basis on a single line in Table I. The order in which sale transactions are set forth in Table I is not necessarily reflective of the sequence in which the sale transactions occurred in fact.

Date Exercisable Expiration Date

3. Represents securities held by trusts established by Ms. Holian's spouse. Ms. Holian disclaims beneficial ownership of such securities except to the extent of her pecuniary interest therein.

(D)

Dean J. Breda as Attroney in Fact for Janet Holian 07/24/2006

\*\* Signature of Reporting Person Date

of Shares

Title

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Code V

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.