| SEC Form 4 |  |
|------------|--|
|------------|--|

 $\Box$ 

## FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

# STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

| OMB APPROVAL            |           |  |  |  |  |  |  |  |  |
|-------------------------|-----------|--|--|--|--|--|--|--|--|
| OMB Number:             | 3235-0287 |  |  |  |  |  |  |  |  |
| Estimated average burde | en        |  |  |  |  |  |  |  |  |
| hours per response:     | 0.5       |  |  |  |  |  |  |  |  |

| 1. Name and Address of Reporting Person*<br><u>PAGE LOUIS</u> |         |       | 2. Issuer Name <b>and</b> Ticker or Trading Symbol<br><u>VISTAPRINT LTD</u> [ VPRT ] | (Checl                                                | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable) |                       |  |  |  |
|---------------------------------------------------------------|---------|-------|--------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------------------------------------------------------|-----------------------|--|--|--|
| 11102 20                                                      |         |       |                                                                                      |                                                       | Director                                                                   | 10% Owner             |  |  |  |
|                                                               |         | ( )   | 3. Date of Earliest Transaction (Month/Day/Year)<br>10/11/2006                       |                                                       | Officer (give title below)                                                 | Other (specify below) |  |  |  |
| 39 CEDAR HILL ROAD                                            |         |       | 4. If Amendment, Date of Original Filed (Month/Day/Year)                             | 6. Individual or Joint/Group Filing (Check Applicable |                                                                            |                       |  |  |  |
| ,                                                             |         |       |                                                                                      | Line)                                                 |                                                                            | ng (Check Applicable  |  |  |  |
| (Street)                                                      |         |       |                                                                                      | X                                                     | Form filed by One Re                                                       | porting Person        |  |  |  |
| DOVER                                                         | MA      | 02030 |                                                                                      |                                                       | Form filed by More th<br>Person                                            | an One Reporting      |  |  |  |
| (City)                                                        | (State) | (Zip) |                                                                                      |                                                       |                                                                            |                       |  |  |  |

#### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transaction<br>Code (Instr.<br>8) |   | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and<br>5) |               |         | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership |
|---------------------------------|--------------------------------------------|-------------------------------------------------------------|-----------------------------------------|---|-------------------------------------------------------------------------|---------------|---------|---------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------|
|                                 |                                            |                                                             | Code                                    | v | Amount                                                                  | (A) or<br>(D) | Price   | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                |                                                                   | (Instr. 4)                                          |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.08 | 1,007,100                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.17 | 1,007,000                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.21 | 1,006,900                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 300                                                                     | D             | \$26.3  | 1,006,600                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.32 | 1,006,500                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 400                                                                     | D             | \$26.24 | 1,006,100                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.27 | 1,006,000                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.36 | 1,005,900                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.4  | 1,005,800                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | s <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.48 | 1,005,700                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.43 | 1,005,600                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 200                                                                     | D             | \$26.41 | 1,005,400                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | s <sup>(1)</sup>                        |   | 200                                                                     | D             | \$26.46 | 1,005,200                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.37 | 1,005,100                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 247                                                                     | D             | \$26.6  | 1,004,853                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 100                                                                     | D             | \$26.68 | 1,004,753                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 400                                                                     | D             | \$26.5  | 1,004,353                                                     | I                                                                 | See<br>footnote. <sup>(2</sup>                      |
| Common Shares                   | 10/11/2006                                 |                                                             | S <sup>(1)</sup>                        |   | 200                                                                     | D             | \$26.51 | 1,004,153                                                     | I                                                                 | See<br>footnote. <sup>(7</sup>                      |

| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |                                                                                                                                                                                                                                                                                                        |  |                  |   |                      |                                                               |                                                                   |                                                     |   |                                 |  |  |
|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|------------------|---|----------------------|---------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------|---|---------------------------------|--|--|
| 1. Title of Security (Instr. 3)                                                  | of Security (Instr. 3)<br>Date<br>(Month/Day/Year)<br>2. Transaction<br>Date<br>(Month/Day/Year)<br>2. A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year)<br>2. A. Deemed<br>Execution Date,<br>(Month/Day/Year)<br>3. 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 and<br>5) |  |                  |   | (A) or<br>. 3, 4 and | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership |   |                                 |  |  |
|                                                                                  |                                                                                                                                                                                                                                                                                                        |  | Code             | v | Amount               | (A) or<br>(D)                                                 | Price                                                             | Reported<br>Transaction(s)<br>(Instr. 3 and 4)      |   | (Instr. 4)                      |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 100                  | D                                                             | \$26.59                                                           | 1,004,053                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 100                  | D                                                             | \$26.54                                                           | 1,003,953                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 82                   | D                                                             | \$26.53                                                           | 1,003,871                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 18                   | D                                                             | \$26.52                                                           | 1,003,853                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 200                  | D                                                             | \$26.55                                                           | 1,003,653                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 153                  | D                                                             | \$26.65                                                           | 1,003,500                                           | I | See<br>footnote. <sup>(1)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 100                  | D                                                             | \$26.64                                                           | 1,003,400                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 200                  | D                                                             | \$26.57                                                           | 1,003,200                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 100                  | D                                                             | \$26.61                                                           | 1,003,100                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 100                  | D                                                             | \$26.86                                                           | 1,003,000                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 100                  | D                                                             | \$26.79                                                           | 1,002,900                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |
| Common Shares                                                                    | 10/11/2006                                                                                                                                                                                                                                                                                             |  | S <sup>(1)</sup> |   | 100                  | D                                                             | \$26.82                                                           | 1,002,800                                           | I | See<br>footnote. <sup>(2)</sup> |  |  |

#### Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transactior<br>Code (Instr<br>8) |   | of<br>Deriv<br>Secu<br>Acqu<br>(A) or<br>Dispo<br>of (D) | posed<br>D)<br>str. 3, 4 |                     | Expiration Date Amount of |       |                                        | Expiration Date |  | nt of<br>ties<br>ying<br>tive | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|-----------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------|-------------------------------------------------------------|----------------------------------------|---|----------------------------------------------------------|--------------------------|---------------------|---------------------------|-------|----------------------------------------|-----------------|--|-------------------------------|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------|
|                                                     |                                                                       |                                            |                                                             | Code                                   | v |                                                          |                          | Date<br>Exercisable | Expiration<br>Date        | Title | Amount<br>or<br>Number<br>of<br>Shares |                 |  |                               |                                                     |                                                                                                                            |                                                                          |                                                                    |

**Explanation of Responses:** 

1. The sales of common shares represented on this Form 4 were effected pursuant to a Rule 10b5 trading plan adopted by the seller on May 11, 2006.

2. Shares held by Window to Wall Street Inc., of which Mr. Page is President. Mr. Page disclaims beneficial ownership of such shares except to the extent of his pecuniary interest therein.

## Meghan R. LaRock as

Attorney in Fact for Louis Page 10/13/2006

\*\* Signature of Reporting Person Date

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).

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.