



Zazzle Acquires Coveroo to Meet Consumer Demand for Custom Products and Fan-Created Art

Redwood City, CA - November 24, 2015 -- Zazzle announced it has entered into a definitive agreement to acquire the assets of Coveroo. This transaction will expand the range of design options Zazzle offers its customers as well as the technology and distribution choices it provides to partners. Coveroo is recognized as a leader in print-on-demand licensed products in the mobile accessories space, with partners such as Major League Baseball, the National Hockey League, DC Comics/Warner Bros. and hundreds of colleges. Coveroo's distribution channels include Coveroo.com, as well as Walmart, Kohl's and Best Buy. Terms of the agreement were not disclosed.

"Our shared vision is to become the platform where brands and consumers collaborate to create highly individualized products," said Chris Boone, Coveroo CEO. "We believe that fans--whether they're interested in professional sports, entertainment, lifestyle brands or independent artists--should have the ability to create products with the teams and brand marks they love, in an environment sanctioned and encouraged by the brands themselves. As part of Zazzle, we'll have the opportunity to develop and more effectively scale that marketplace."

Coveroo's senior management team, including Chris Boone (CEO), James Chapman (President), Peter Tomassi (Chief of Marketing and Product) and other key staff will remain Coveroo employees. The Coveroo team brings deep e-commerce, licensed asset management, customization technology and crowd-sourcing experience from companies such as Microsoft, Oracle, Apple, JPMorgan and Redbubble. Earlier this year, Coveroo revealed it had created a platform to enable consumers to purchase, create and sell officially licensed, brand-sanctioned fan art and that it had signed exclusive agreements with Major League Baseball and Major League Soccer.

"Coveroo built a sport- and brand-focused technology platform and marketplace that enables consumers to create and buy extraordinary products," said Robert Beaver, Zazzle CEO and Co-Founder. "Zazzle has a long history of working with licensed brands to produce officially-licensed products, and this transaction is an extension of our commitment to branded content."

About Zazzle

Zazzle is the world's leading platform for quality custom products. Zazzle's proprietary technology enables individuals, professional artists and major brands, including Disney and Warner Bros, to create and offer billions of unique products for customers worldwide. Creations from 600,000+ designers and hundreds of major brands are available on hundreds of product lines, with near infinite variations. Zazzle's patented technology precisely visualizes exactly what the customer will receive even before the product is made, on-demand. Launched in 2005 and

based in Redwood City, California, Zazzle's vision is to redefine commerce, powered by the world's imagination.

About Coveroo

Coveroo is the best way to design, buy and sell customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company's patented customization platform lets users build a closer affinity with the world's biggest brands, such as NCAA, Major League Baseball, National Hockey League and DC Comics, as well as some of the world's top independent artists, including Dan Radcliffe. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008.

For more information, contact press@coveroo.com or press@zazzle.com.