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Vistaprint to Enter India through Acquisition of PrintBell

VENLO, Netherlands, June 29, 2011 -- Vistaprint N.V. (Nasdaq:VPRT), a leading online provider of professional marketing products and services to small businesses and independent professionals, today announced its plans to acquire Mumbai, India-based PrintBell, India's first online solution for corporate identity and marketing products. As part of this agreement, PrintBell founder and CEO Nilesh Parwani will establish and serve as the Managing Director of a new wholly owned Vistaprint subsidiary in India.

Mr. Parwani founded PrintBell.com in 2007 with a vision to provide high quality cost-effective printing solutions to small business owners. Prior to that, Mr. Parwani was an investment banker with UBS in New York before joining the Warburg Pincus private equity team in India.

"We are excited about future expansion in India," said Robert Keane, Vistaprint's president and chief executive officer. "With the world's second largest population, a rapidly increasing Internet penetration, and a huge number of small and medium businesses, we believe that India has great long-term potential for Vistaprint. Nilesh is well positioned to lead our strategy in India. With four years of domestic Indian experience and success, we believe he will be highly valuable as we adapt Vistaprint's business model to the exciting and emerging Indian market. Bringing him on board will help us enter the market faster than we could have on our own."

Nilesh Parwani added, "With a presence in 24 countries, Vistaprint has established itself as a clear global industry leader and I am certainly excited to launch its unique and disruptive platform in India. I truly believe that a combination of PrintBell's local market presence and Vistaprint's proprietary technologies will offer the Indian consumer a new benchmark online service with an astounding price-quality proposition. A unique product offering ranging from basic visiting cards to customized corporate gifts and even sophisticated on-the-fly websites will help Indian business owners enhance their brand image and awareness with just a few clicks. I have no doubt that Vistaprint will emerge as a clear leader in the Indian market for small business marketing products and services in the years to come."

Terms of the agreement with Mr. Parwani and PrintBell have not been disclosed and are subject to formation of the new India-based Vistaprint subsidiary, which is expected to occur in calendar 2011. Vistaprint expects to launch a site in India under the Vistaprint brand and with the full suite of Vistaprint

offerings in 2012. Vistaprint does not expect the transaction to have a material impact on its financial results in Fiscal 2011 or Fiscal 2012.

About Vistaprint

Vistaprint N.V. (Nasdaq:VPRT) empowers more than 10 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 2,700 people, operates 24 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.

About PrintBell

PrintBell is a wholly-owned division of KPH Publishing & Printing Pvt. Ltd., a company incorporated under the laws of India with its registered office at 157 Kalyandas Udyog Bhavan, Prabhadevi, Mumbai 400025.

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This press release contains statements about management's future expectations, plans and prospects of our business that constitute forward-looking statements for purposes of the safe harbor provisions under the Private Securities Litigation Reform Act of 1995, including, but not limited to, statements concerning the purposes and anticipated benefits and other effects of the acquisition and strategy discussed in the press release and the expected growth and development of our business. Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors including, but not limited to, our ability to successfully implement the growth and development of the market for small business marketing products and services in India, disruptions in our operations and business that may result from previously announced changes in our senior management team, our ability to successfully operate under our new organizational structure, our ability to attract and retain key employees, the failure of our investments in our business, and other factors that are discussed in our Quarterly Report on Form 10-Q for the fiscal quarter ended March 31, 2011 and other documents we periodically file with the SEC.

In addition, the statements in this press release represent our expectations and beliefs as of the date of this press release. We anticipate that subsequent events and developments may cause these expectations and beliefs to change. We specifically disclaim any obligation to update any forward-looking statements. These forward-looking statements should not be relied upon as representing our expectations or beliefs as of any date subsequent to the date of this press release.