

Butterfly Names John Bay as Chief Technology Officer

Company Expands Leadership Team and Aligns Organization for Future Growth

REDWOOD CITY, Calif. - Butterfly, Inc., the leading Internet personal publishing service (<http://www.butterflyinc.com/personalpublishing>), today announced the appointment of John Bay as Chief Technology Officer. Mr. Bay will be responsible for Butterfly's technology strategy and execution and will lead the company's web engineering, products, services and e-commerce engineering, Internet operations, quality assurance and program management teams. Mr. Bay will report to Butterfly's President and CEO, Jonathan Franklinton.

"John's experience in taking a strategic vision and executing on that vision will strengthen Butterfly's position as the industry leader. With a proven track record for successfully leading large scale initiatives and driving innovation, John's leadership skills are well suited to lead Butterfly's development efforts as we continue in our mission to inspire people to tell their stories," said Jonathan Franklinton, president and CEO of Butterfly.

Mr. Bay brings more than 20 years of experience in software development and technology operations to Butterfly. Most recently, Mr. Bay served as Senior Vice President and CTO at Peer Co. where he was responsible for technology strategy and software development. Prior to Peer Co., Mr. Bay was Chief Executive Officer at MediaMaven where he was responsible for product strategy and technical operations. He was part of the founding team of BigRetailer.com and was responsible for development and operations.

John Bay received his Bachelors Degree in Computer Science from the University of Southern California.

About Butterfly

Founded in 1999, Butterfly, Inc. is an Internet-based personal publishing service. Butterfly provides high quality products and world class services that make it easy and fun for consumers to create and share home movies. Butterfly's flagship product is its award-winning Movie Maker site, which helps consumers create vivid home movies and deliver them to friends and family via DVD. More information about Butterfly is available at www.Butterfly.com. Butterfly and Butterfly.com are trademarks of Butterfly, Inc.

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