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## **VISTAPRINT ANNOUNCES NEW PAGEMODO POSTS TOOL FOR SMALL BUSINESS OWNERS**

*New Tool Helps Small Business Owners to Find,  
Create and Post Quality Content in Less Time*

**VENLO, the Netherlands – March 11, 2013** --Vistaprint N.V. (Nasdaq: VPRT) today announces [Pagemodo Posts](#), a new product from Pagemodo, the popular, do-it-yourself suite of Facebook marketing tools for small businesses. The new Posts feature further supports small businesses by helping them discover relevant, high-quality content, and schedule visual posts quickly and easily across social networks.

Pagemodo Posts searches quality web sources based on entered keywords and suggests which content should be shared on social sites to assist small business owners with their social media marketing process and increase page engagement and sharing. From there, fan page administrators can create messages with links, pictures, or text-only posts to share with their fans. In addition, the Pagemodo Posts scheduling tool allows page administrators to schedule Facebook and Twitter posts ahead of time, so audiences can be reached at the most optimal times for maximum reach.

"Pagemodo Posts is the easiest way to post quality, relevant content to your top social networks at the best possible times throughout the day," said Haroon Mokhtarzada, Vistaprint's vice president of global digital product and co-founder of Webs. "Small business owners are busy, but know they need to promote themselves on social channels. Even if they have the time, often they do not know where to start. Our goal is to assist small business owners with their online strategy by making it easy to find and post content from multiple sources. Facebook page administrators can schedule their social media posts for an entire week or two in just 15 minutes."

In addition to suggested content and the ability to post information in advance, Pagemodo Posts incorporates +Post, a browser bookmarklet. To further assist small business owners in sharing compelling content, +Post makes it even easier to schedule and post content to a business' social media page from any website they are viewing with just the click of a button.

Pagemodo products already help small businesses be successful on social media platforms, and recently added a Facebook cover photo designer to its DIY page creation tool. With Pagemodo Posts, the Webs family of products is expanding its product offering to ensure small businesses are successful in managing their day to day social media presence by moving beyond Facebook to incorporate other major social media platforms

## About Vistaprint

Vistaprint N.V. (Nasdaq: VPRT) empowers more than 15 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 4,400 people, operates more than 25 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](http://www.vistaprint.com).

Webs (<http://webs.com>) is the popular do-it-yourself solution to create a free website, having served over 40 million users. Webs enables small businesses and entrepreneurs to easily make a great-looking website and project a professional image. The Webs family of products includes Webs, ContactMe™, and Pagemodo™.

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