

We are pleased to be working with Lifetouch for School Portraits this year. Here is a listing of some of the products, services and offerings that are available.

- **Free gifts with purchase from Shutterfly when ordering online**



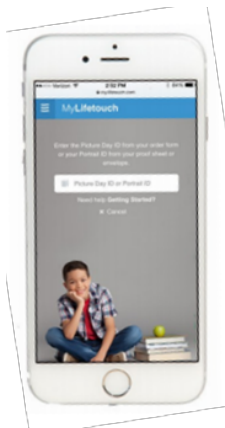
- **A Free 20 page 8x8 hardcover Family Photo Book plus**
  - **A Free Personalized drawstring bag for their child.**
- **New! Unlimited Free Photo Storage:** When families purchase qualified packages on Mylifetouch.com, their digital images will be available on Shutterfly where they can enjoy:
    - Unlimited free photo storage on Shutterfly.
  - **Free Digital Download** included in every package with an 8x10 Portrait.
  - **A la Carte Pricing** - Parents can buy an individual sheet(s) without buying a package for only \$11.
  - **All-inclusive pricing no hidden charges.**
    - Over 100 backgrounds, looks and upgrades at no additional charge.
  - **Unmatched Customization:**
  - **Parents are not limited** to a 1980's style portrait package where only head and shoulder portraits are available and every sheet is the same.
  - **Click and Pick** allows parents to customize the look of each sheet in the package they select. Every sheet of portraits can have a different background and or look.
  - **Our exclusive Create Your Own Package** features-allows parents to order only as many sheets of portraits as they choose in any size print.
  - Parents can **include both ¾ and head & shoulder** poses in their package, another Lifetouch exclusive.
  - **Every Child Receives an Envelope:** every child that was photographed whether they purchased a package or not receives a Personalized Order Sheet which includes 2 SmileSafe Kids Cards, part of our nationally acclaimed Child Safety Program.
  - **No Late Fees, Minimum Order Requirements or Order Deadlines**



# ORDERING OPTIONS

## FAMILIES HAVE THREE WAYS TO ORDER SCHOOL PICTURES

- 1. Before Picture Day** online with credit card. Ordering starts 2 weeks before picture day and extends for 3 days after picture day.
- 2. On Picture Day** sending in the order envelope from the prepay flyer with check, cash or money order.
- 3. After Picture Day** using their personalized order sheet after packages have been delivered to the school. Parents can order until June 1<sup>st</sup> of the following year. These packages are shipped directly to the parents' homes.



## CUSTOMER LOYALTY PROGRAM

Ensure your families get the best value when making picture purchases with our Lifetouch Rewards program



- **Receive a free personalized phone case from Shutterfly upon enrollment**
- Earn 10% off your next Lifetouch purchase for every \$65 spent
- Families can stack their coupons for even greater value
- Applies to all families, including those with students in multiple schools
- Lifetouch Rewards members receive exclusive offers and benefits throughout the year

# CREATE YOUR OWN PACKAGE AT MYLIFETOUCH.COM

Parents want choice when it comes to school portraits. Using MyLifetouch.com and from the single image we capture parents get to select from over 100 Backgrounds and Looks. They can have Head and Shoulder and or 3/4 length images and any combination of all these options. Every sheet of portraits can look different. They can create a studio style portrait package.

