



Press Release

UTV Interactive & CafePress open shop of fashionable merchandise for Bollywood Superstar - [John Abraham](#)

Mumbai, 17th September '10 – UTV Interactive, the digital arm of UTV and [CafePress](#), the destination for user-designed apparel and gifts, today announced their endeavour to create and distribute exciting merchandise of the internationally popular Bollywood Superstar - [John Abraham](#). This merchandising business is an extension of UTV Interactive's recent foray into brand expansion of celebrities through digital platforms.

"We're thrilled to have John's shop on CafePress," comments Amy Maniatis, CafePress Vice President of Marketing. "At CafePress we love to support the creativity of artists worldwide and we're sure his fans will enjoy his expressive t-shirt designs."

Personally managing the design of each t-shirt and overseeing the creative development of his shop, [John's online store](#) features stylish [t-shirts](#) that truly define his personality. T-shirts featuring inspirational messages such as "[Pain is Temporary Pride is Forever](#)" and witty slogans like "[I look like John Abraham](#)," are available for purchase now.

Speaking on the launch of John's merchandise, Manish Agarwal CEO, Interactive, UTV "We have successfully launched John on web through his official website [www.johnabraham.com](#) and on mobile through Voice Blogs. Through our association with CafePress, we are now introducing exciting merchandising options, which are an extension of his personality. Along with t-shirts, we promise to bring a unique bouquet of innovative and stylish merchandise options"

John's expansive career spans music videos, modeling, acting and fashion and he now launches his own brand of (JA) clothes. Known worldwide for his roles, his premier role was the 2003 film *Jism*, followed by roles in *Dhoom*, blockbuster comedy *Dostana* and a lead role in *Water*, which was nominated for Best Foreign Language Film at the 79th Academy Awards. John also works with charities and social causes he believes in, including PETA and Habitat for Humanity.



About CafePress

[CafePress](#) is the world's biggest destination for self-expression through merchandise. Each month over 11 million shoppers visit CafePress to buy or create [custom t-shirts](#), [mugs](#), [posters](#) and other [unique gifts](#) that reflect their interests, passions, beliefs and affiliations. Launched in 1999, CafePress has empowered individuals, Non Profits and businesses to create, buy and sell [customized merchandise](#) online using the company's unique print-on-demand and e-commerce services.

Today, CafePress is a growing network of over 6.5 million members who buy and make custom gifts for their [favorite holiday](#) (be it a loved one's [Birthday](#), [Valentines Day](#), [Father's Day](#)), search for holiday gifts from a catalog of over 250 million unique products, and browse the [political t-shirt](#) landscape ranging from [left](#) to [right](#) and everything in between.

Learn more about CafePress by visiting:

<http://www.cafepress.com>, <http://www.cafepress.com.au>, <http://www.cafepress.ca>,
<http://www.cafepress.co.uk>, <http://www.facebook.com/cafepress>, <http://twitter.com/cafepress>.

About UTV Interactive

UTV Interactive, the digital arm of UTV, which officially came into the fold in May 2008, addresses digital space in domains such as business, finance, entertainment (TV, films, music), gadgets and technology. The Company has put together capabilities to deliver content for user specific devices. The youth have always been the primary target group for the Company and this focus is reiterated by the Company's focus on two devices that command maximum attention from the youth - the computer and the handset.

For Further Information:

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