FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person[*] Holian Janet (Last)　(First)　(Middle) C/O VISTAPRINT USA, INCORPORATED 95 HAYDEN AVENUE (Street) LEXINGTON　MA　02421 (City)　(State)　(Zip)	2. Issuer Name **and** Ticker or Trading Symbol VISTAPRINT N.V. [VPRT] 3. Date of Earliest Transaction (Month/Day/Year) 10/15/2009 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ___ Director　　　 ___ 10% Owner X Officer (give title below)　 ___ Other (specify below) President-Vistaprint Europe 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person ___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Ordinary Shares	10/15/2009		M[(1)]		4,875	A	$23.31	16,888	D	
Ordinary Shares	10/15/2009		S		4,875	D	$49.34[(2)]	16,888	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Nonqualified Share Option (Right to Buy)	$23.31	10/15/2009		M			4,875	08/01/2007	08/04/2016	Ordinary Shares	4,875	$0	94,875	D	

Explanation of Responses:

1. The exercise of options and the sales of ordinary shares reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading program adopted by the reporting person on May 6, 2009.

2. The price range for sales of these shares was between $48.97 per share and $49.65 per share. Upon appropriate request the reporting person will provide full information regarding the number of shares sold at each separate price.

/s/ Kathryn L. Leach as Attorney in Fact for Janet Holian　　　10/19/2009

** Signature of Reporting Person　　Date