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FOR IMMEDIATE RELEASE

## **Shoebboxed.com iPhone App to Revolutionize Expense Management in the Mobile Space**

*Free app snaps pictures of receipts and sends them to Shoebboxed for OCR, data entry, and categorization, eliminating paper hassles and lost reimbursements*

DURHAM, NC – Shoebboxed, the leader in receipt and business card management, launched a new free iPhone app that will change the way business-oriented people, travelers, freelancers, and even individual consumers use technology to organize their finances.

With the new app, users can simply snap pictures of receipts with their iPhone, automatically generate expense reports, and send the images to Shoebboxed.com to be digitally archived and auto-categorized for expense tracking, reimbursements, and deduction claims. All important receipt data such as date, vendor name, total, payment type, and IRS tax category are extracted from the photo images through Shoebboxed's OCR and human-verified data entry system before being made available to the user in their Shoebboxed account and on their iPhone.

It is the ultimate mobile solution for receipt management, especially for those who travel often for business. With this iPhone app, users will no longer have to keep track of paper receipts and will automatically have a secure digital archive of their financial data for returns, reimbursements, deductions, and tax prep.

The app is free to download and includes five free credits with each install. To capture data for more receipts and to take advantage of Shoebboxed's full capabilities, users can register for a Shoebboxed account.

“Shoebboxed iPhone App will save me at least a few hours on every business trip,” said Peter Williams, a Shoebboxed customer. “I upload receipts as I get them, and I can create my expense report on the fly. I love it.”

“This is really going to change the way people track their finances on the go,” said Taylor Mingos, CEO and Founder of Shoebboxed. “It's something our users have been excited about for years.”

### **iPhone App Features:**

- ✓ Snap photo of receipt with built-in camera.
- ✓ Shoeboxed captures date, total, payment type, store, and category. Human verified.
- ✓ Automatic OCR and data entry by qualified US Shoeboxed employees.
- ✓ Automatic categorization of the receipt.
- ✓ Add a quick note to a receipt after capture.
- ✓ Generate a quick expense report directly from your phone.
- ✓ Offline mode to queue captured receipts when offline.
- ✓ Edit the receipt fields and categories.
- ✓ Email and phone customer support.
- ✓ Export your expenses to Freshbooks, Outright, Quickbooks, Quicken, CSV, Evernote, MS Money, or your own application by using Shoeboxed's API.

Those who are interested in Shoeboxed's new iPhone app and its solutions for receipt and business card management should visit their website for more information at <http://www.shoeboxed.com>.

### **What Users Are Saying About the Shoeboxed.com iPhone App:**

- “Shoeboxed is a lifesaver.”
- “Shoeboxed + iPhone Rocks.”
- “Best expense reporting app I've seen.”
- “State of the art receipt management...finally.”
- “Perfect for business travel!”

See more reviews in the App Store at ....

<http://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=322143854&mt=8>

### **About Shoeboxed (<http://www.shoeboxed.com>):**

Shoeboxed, the leader in online receipt and business card management, scans and organizes its clients' receipts and business cards to facilitate tax preparation, reimbursements, budgeting, bookkeeping and contact management. Users mail paper receipts and business cards to Shoeboxed for famously fast processing.

### **Other features of Shoeboxed:**

- Receipts and business scanned and entered with important information from the documents
- Automatic categorization of receipts into common tax categories
- Export receipts to Quickbooks, Quicken, Excel, CSV, PDF expense report
- Export business card contacts to Outlook, Salesforce, LinkedIn, and other digital address book solutions

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