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FOR IMMEDIATE RELEASE

Shoebboxed.com launches, now offers free service

BERLIN, Germany – Shoebboxed.com, a website that aims to revolutionize online shopping, launched its website today, offering a free service to help users manage their online receipts, track their online purchases, and control the number of e-mails they receive from online retailers.

Tens of thousands of interested users visited the site before the launch, hoping to learn more about the new company. Now those users can find detailed information about how the website works, what services it offers, and more information about the company's vision for the future. And, of course, users can now sign up for the service.

Shoebboxed.com will allow users to import digital receipts into Shoebboxed and will automatically add e-mail receipts into the user's account. This will allow users to manage their online purchases more efficiently through standardization and consolidation of information. Shoebboxed has developed innovative technology to read digital receipts and present the information from receipts in a user-friendly interface.

Shoebboxed.com will also allow users to control the number of e-mails they receive from online retailers. For years, online stores have sent too many e-mails to online shoppers advertising new products, sales, and company updates.

"If you are shopping at a lot of different stores, and each of those companies sends you a few e-mails a month, your inbox gets cluttered," Shoebboxed.com founder Taylor Mingos said. "To fix this problem, Shoebboxed allows users to unsubscribe to those e-mails in one click, instead of having to spend a lot of time looking through retailers' websites trying to find out how to unsubscribe from e-mail updates." This "One-click Unsubscribe" feature is unique to Shoebboxed, and represents a significant step in spam reduction and user control in the online shopping experience.

This launch is the beginning of the first phase of services offered by Shoebboxed, and the site will unveil new features throughout the summer.

Shoebboxed.com was started by undergraduate students at Duke University in Durham, N.C. The company is based in Berlin, Germany for the summer and will return to Durham in the fall.

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