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FOR IMMEDIATE RELEASE

Duke students to launch Internet start-up

Durham, N.C.—A small contingent of highly motivated students at Duke University has joined together under the goal of creating a highly successful Internet start-up company called shoebboxed.com. Under the leadership of Taylor Mingos--a graduating senior at Duke--a high-energy lineup of developers, graphic designers and marketing specialists is working overtime to get ready for the launch of the site's closed beta version April 1.

Mingos is particularly excited about the buzz that's already surrounding shoebboxed.com's launch. "I have people contacting me all the time asking me about shoebboxed.com. Bloggers have been especially interested in the idea," he said.

Mingos described the idea behind shoebboxed.com as revolutionary. "We really think this product is going to change the way people live their lives. If anything, it will make people look at the Internet in a whole new way," he said.

The website will attempt to solve a problem that has plagued consumers for years. Shoebboxed offers a new way of looking at this problem, and has designed a comprehensive business strategy to successfully implement this solution. Tapping into the skills of the Duke University student body, shoebboxed.com has a diverse staff with varying and complementary skill sets.

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