February 1, 2008

Media contact:
Dan Englander
+1 602 320 5629
dan@team.shoeboxed.com

FOR IMMEDIATE RELEASE

Affiliate Program Launched for Shoeboxed Receipt Mail-In

DURHAM, N.C. — Shoeboxed, the premier receipt organization service online, announced a new affiliate program that launched today through the affiliate network ShareASale.com. Receipt Mail-In, Shoeboxed's paid premium service, can be recommended by affiliates, and those partners will receive cash rewards for directing traffic to Shoeboxed.com that generate membership sign-ups for the Receipt Mail-In program.

Once affiliates complete the free registration on ShareASale, they may post links on their own websites or in emails that direct traffic to Shoeboxed with cookies that allow ShareASale to track where traffic is coming from. For every person that an affiliate sends to Shoeboxed that signs up for Receipt Mail-In, that affiliate will receive $10 from Shoeboxed.

"Receipt Mail-In truly is a great product. And because Receipt Mail-In is such an easy sell, we have had a lot of people that have wanted to be able to sell the membership as affiliates," said Taylor Mingos, CEO and founder of Shoeboxed. "This was the natural next step for us, and we think our affiliates are going to be very happy with the money they will be able to make through Shoeboxed sales."

Shoeboxed is the leading online service for receipt organization: In addition to numerous free solutions for organizing receipts online, like a Shoeboxed email address that aggregates all online purchases, export functionalities to Excel or tax software, and tabular and statistical overviews of receipt data, Shoeboxed has developed a premium service designed to reduce the hassle of paper receipt clutter.

The Shoeboxed Receipt Mail-In program has been called the "Netflix for Receipts" in recent press coverage. For a monthly subscription fee, users send us their receipts in a prepaid envelope, which we scan in and upload to

their secure Shoeboxed accounts and then send back to them. Shoeboxed and Receipt Mail-In offer clear advantages over alternative products available in the market: We save our customers time by doing all the scanning and data uploading for them, their data is stored safely online and backed up every 24 hours, and is accessible 24/7 from any place that has Internet access. Upgrades and new tools are immediately available to them on their free-of-charge online account. Receipt Mail-In is currently priced at around $19.95 per month, but users can try a first month at just $9.95.

-###-