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## NEWS RELEASE

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### LEADER IN ONLINE RECEIPT AND BUSINESS CARD MANAGEMENT SHOEBBOXED.COM LAUNCHES SUCCESSFULLY IN AUSTRALIA

DURHAM, N.C.—Small and medium-sized businesses in Australia now have a solution for their paper receipt organization and contact management needs. Shoebboxed.com, the leader in online receipt and business card management, launched its service in Australia on Tuesday, May 25, 2010, at CeBIT Australia, the world's leading information and communication technologies conference. Shoebboxed Australia is a joint venture with Triple Cloud, an Australian cloud software distributor. Triple Cloud led the Shoebboxed AU launch team and won the 2010 CeBIT AU Business Advantage Award for Shoebboxed AU.

Shoebboxed AU is tailored to meet the specific needs of the Australian market but offers the same business benefits that Shoebboxed is known for in the U.S. and Canada. One of the most beneficial features of Shoebboxed AU is that it allows users to track the Goods and Services Tax, a value added tax on the supply of goods and services in Australia. The Australian Taxation Office, like the IRS, has accepted scanned receipts, allowing users to maximize tax deductions. Shoebboxed has also opened a secure mailing and processing center in Sydney where receipts, business cards and other documents submitted by users will be received, scanned and entered into the Shoebboxed web application.

“Accountants, freelancers, business owners and business travelers can all benefit from our service,” said Shoebboxed CEO Taylor Mingos.

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Triple Cloud assists software-as-a-service vendors localize their products for the specific needs of the Australian market. For its submission of Shoeboxed AU, the company received the 2010 Business Advantage Award at CeBIT AU. The award is given to the product or service that offers clear, immediate and superior business value to its users.

Australia was selected as the location of Shoeboxed's first international expansion in response to existing demand for Shoeboxed in the country. Prior to the launch of Shoeboxed AU, many savvy Australians found ways to skirt Shoeboxed's requirement that clients be based in the U.S. or Canada.

Shoeboxed.com is a web start-up founded in 2007 that specializes in the management of receipts, business cards and other documents. After users send items to Shoeboxed via pre-paid envelope, e-mail, mobile phone or the Shoeboxed iPhone app, important information is extracted, data entered and made available to users on the Shoeboxed web application. Tax return preparation, reimbursements, expense reports, budgeting, bookkeeping, and contact management are all made easier with Shoeboxed.

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