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## NEW START UP TO OFFER SINGLE COPY MAGAZINE PURCHASES

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Startup ShipZoo, the largest channel for online purchase of single copy magazine titles, will open for business online, giving consumers the ability to purchase online virtually any magazine title available in the comfort of their own home. ShipZoo will also allow people to find obscure and unusual titles all in one place, ending the need for endless searching for specialty bookstores or newsstands when a consumer is looking for a specific magazine.

Single copy magazines are a large business, with single copies selling over 44 million units a month on average in 2008. Seeing these numbers are what propelled founders Sean Smith and Michael Pierce to start ShipZoo. "This is a huge business opportunity, as well as a huge consumer opportunity to shop on the web whenever and wherever they want," said founder Sean Smith of Dallas.

With the massive shift of consumers going online to purchase goods and services, the idea of purchasing magazines online is the next evolution in e-commerce. ShipZoo will be the internet's one stop shop for single copy magazine purchases. "This is a new, uncharted space in e-commerce," said founder Michael Pierce of Charlotte. "ShipZoo.com will be the space online for consumers to purchase single copies of print magazines, with an unlimited number of titles available for purchase."

ShipZoo will offer consumers the largest amount of magazine titles available online. While ShipZoo will offer popular favorites like People and Vogue, as well as more obscure and specialty titles like Krave and More. This range of offerings by ShipZoo can help consumers find the single copy magazines they are looking for with ease. Consumers will also have the ability to browse magazines online, bringing them the experience of a newsstand in the privacy of their own home on their own personal computer. They will also be able to see the covers and browse by categories of interest online, making it even easier to find exactly what they are looking for when it comes to magazines. "ShipZoo will offer everyone the convenience of browsing at the newsstand or bookstore all while they are in the comfort of their own homes. We want to make the purchase of magazines simple and easy for all," said Smith. "ShipZoo is looking to revolutionize the magazine industry for people."

No longer will someone have to wait in long lines or wander from store to store looking for a specific magazine title. "ShipZoo will offer the largest selection of magazines available anywhere, with an unlimited number of titles available for purchase. It means the end of consumers physically searching for a specific title. With ShipZoo, they can find what they need at home – no waiting," added Pierce.

In order to keep prices economical, ShipZoo will offer a flat fee of .99 cents (additional to the cover price) for domestic shipping and handling for each magazine. Additionally ShipZoo will have the capability to ship internationally, with free shipping for all military base orders. ShipZoo is an innovative new e-commerce idea that will revolutionize the way people buy magazines.