
PRESS RELEASE
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PODSHOP LLC
WWW.PODSHOP.COM

PodShop Responds to USPS Postage Rate Increase by Announcing Free Worldwide Shipping

Council Bluffs, Iowa - January 6, 2006 - PodShop (<http://podshop.com>), makers of specialized accessories for portable audio electronics and computing devices, announced today that in response to the U.S. Postal Service's rate increase that takes effect on January 8, the company will be offering free shipping on its products indefinitely.

Christopher Anderson, President of PodShop LLC, stated "With the Postal Service raising their rates, we decided we needed to take action. The best we could come up with was free shipping, worldwide, permanently."

The company has offered free shipping promotions in the past, including during last month's busy holiday buying season; the promotion was in fact extended into the beginning of 2006. Anderson continues, "We felt that with the upcoming increase in postage rates, we will be better served by providing our customers with a substantial decrease in shipping costs. The USPS is our primary shipper, and while we will definitely have to absorb more shipping expenses as a business, the customers and consumers are the reason why we are in business in the first place. This is the least we could do for them and to thank them."

Free worldwide shipping is available immediate on the company's recently updated iDrops (<http://podshop.com/idrops.html>) product - an all-in-one cleaning, polishing, and scratch removing solution priced at \$14.95. iDrops is specifically designed for use on the plastic/acrylic surfaces of Apple's iPod (all models), iBook, eMac, and iMac (G3/G5), Mac mini and Power Mac (G3/G4). The company's first product, PodHolder (<http://podshop.com/podholder.html>) - a clear acrylic stand/display that supports iPod - is available for \$9.95, and is also part of the free shipping offering.

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PodShop was founded in 2002 to provide specialized accessories for portable audio electronics and computing devices.

Please direct all inquiries to info@podshop.com.