

For Immediate Release

**SNOWSHOE PUBLICLY LAUNCHES A DEVELOPER STARTER KIT**

A New Era In Mobile Authentication Using The SnowShoe Stamp

MADISON, WI — January 8, 2013 — SnowShoe, a leader in mobile touch screen authentication technology, has publically launched a starter kit to help developers quickly build mobile applications using the SnowShoe Stamp. The SnowShoe Stamp is a simple and inexpensive piece of hardware for authenticating smartphone transactions. It uses the mobile device's touch screen to send a unique pattern using the SnowShoe API. This pattern is identified and then verifies the specific stamp that makes contact with the mobile device's screen.

The SnowShoe Stamp Developer Starter Kit comes with five unique production stamps and 6,000 API calls to get started. Free SDKs allow developers to create native applications for the iPhone and Android operating systems. In addition, the PHP SDK allows you to seamlessly integrate with the SnowShoe HTML5/Javascript API for validating stamps.

SnowShoe is a growing startup in Madison, Wisconsin that develops innovative tech solutions for mobile platforms. SnowShow is currently in the process of raising a Series A round of funding. For more information about SnowShoe please contact Matt Lea at 262-880-8640. Those interested in obtaining a stamp to see the hardware and the technology can visit <http://snowshoestamp.com/order>.

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**SnowShoe Website:**

<http://www.snowshoestamp.com>

**Order Stamps:**

<http://snowshoestamp.com/order>