



SHOWBUCKS, INC. LAUNCHES SHOWROOM, THE FIRST MOBILE VIDEO SHOPPING PLATFORM FOR BEAUTY PRODUCT LOVERS EVERYWHERE

Anyone can be a Beauty Ambassador and Earn Rewards with SHOWROOM

LOS ANGELES, Calif. – April 22, 2015 – Showbucks, Inc. (<http://showroomapp.tv>), a developer of innovative mobile video e-commerce solutions for better shopping experiences, today introduced SHOWROOM, the first mobile video solution that brings together content and commerce, enabling beauty product lovers to recommend, discover and purchase their favorite beauty products directly from their mobile phones.

The free SHOWROOM app lets anyone be a beauty ambassador. Users of all ages can easily create high quality 1-minute video product reviews, recommendations and tutorials with their iPhones, publish them on SHOWROOM's mobile shopping platform, and add links to any shopping sites including Amazon.com. After watching videos, or "shows," shoppers can conveniently purchase products instantly. Beauty ambassadors earn rewards when shoppers buy products that they recommend.

"We discovered that shoppers love SHOWROOM's one minute/one product video format," said SHOWROOM Founder and CEO, Michael Yuen. "YouTube videos tend to be too long, and Vine and Instagram videos too short to be of much use. Authentic and unbiased SHOWROOM videos get to the point without wasting shoppers' time. They are easy and fun to make, too."

SHOWROOM Vice President of Beauty Matthew VanLeeuwen, a celebrity Hollywood makeup artist who has worked with Salma Hayek, Jennifer Lopez, Naomi Watts and Scarlett Johansson, said SHOWROOM offers a welcoming community for beauty enthusiasts everywhere. "I love sharing my passion for beauty with potentially millions of consumers," he said. "The SHOWROOM app will revolutionize how consumers buy beauty products because everyone benefits – most of all, price- and quality-conscious shoppers."

"SHOWROOM is totally different from other shopping sites and apps that offer random consumer reviews," said Yuen. "We partner with celebrity makeup artists and stylists who have deep product knowledge and expertise to provide high-value insights. We curate shows so that shoppers can easily find expert reviews, recommendations and tutorials."

SHOWROOM's long-term goal is to build the best mobile video shopping platform for all product categories.

Pricing and Availability

The free SHOWROOM app is available for download at the iPhone App Store: <https://itunes.apple.com/GB/app/id787053829?mt=8>.

More Information

To learn more about the SHOWROOM app, please visit: <http://showroomapp.tv>

About Showbucks, Inc.

Showbucks, Inc., based in San Francisco, California, was founded by CEO Michael Yuen, a software entrepreneur and filmmaker. Mr. Yuen was inspired to create SHOWROOM, a mobile ecommerce platform that enables customers to share honest, unbiased product recommendations on video, after he purchased a blazer on Amazon.com that did not look like the product he viewed in photos or read about in online comments. For PR inquiries contact [insert contact].