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**SHMOOP WANTS TO MAKE YOU A BETTER LOVER (OF LITERATURE, POETRY,  
U.S. HISTORY, WRITING, AND MORE, OH SO MUCH MORE...)**

**Analyze anything. Think deep. Study naked. SHMOOP: BFF.**

**MOUNTAIN VIEW, CA, November 11, 2008** --- Shmoop, an Internet learning company, announced its launch today (it's a free Web site). Shmoop will help you impress professors, dazzle teachers, and romance dates with your remarkable insights into the world.

**What does Shmoop do for you?**

Shmoop helps you learn, read, write, and love. (Didn't quite understand why Gatsby was Great – maybe he was only just good? Or, want to understand how the West was won – what was the score, anyway? Then read Shmoop.)

**What does Shmoop offer that others don't?**

- **Deeper analysis** – Shmoop goes deep where it matters most. Themes, characters, literary devices, plot analyses, quotes. Angles, angst, pathos, touchy-feely stuff. Lotta pages, lotta love. You get the gist.
- **Lit Writing Guide** – Shmoop is a squirt of WD-40 to the mind, resulting in the creative epiphany students need to write good papers. We hold your hand, your brain, whatever, inspiring little nuggets of ideas that will stir original thought and lead to a solid perspective.
- **Pictures, Audio, Video, Music, TV, Historical Documents, and Links Up The Wazoo** – If you can't find it on Shmoop, we'll help you find it elsewhere. Even if it's on a competitor's site. At Shmoop we ask, 'What would Google do?'
- **Stickies, Clippings, and Folders** – Organize your thoughts. Drop these original ideas into our Writing Guide. Throw away your paper scraps and de-clutter your room. Your roommates will thank you. Mom, too.
- **U.S. History Cram Sheets** – Injection learning. Think: "Era in a box." Or on a sheet. "The one-minute American Revolution." Distilled insight in just a few key words. Intellectual Tang.
- **The Confidence to Cite Shmoop as a Source** – Our team of Ph.D. and Masters students from top U.S. universities (including Stanford, Berkeley, Harvard, and Princeton) cite our sources so that you can cite Shmoop in your papers. This ain't no Wikipedia.
- **Links that Help You Learn Like You Surf** – Brains don't process ideas linearly. Let yours roam like a cell phone. Chase down those hunches. Get more context. Connect the dots. Jump from here to there.

## **Today, Shmoop also announces its students' Bill of Rights:**

You have the right to:

1. Find your writing groove. The biggest schoolyard bully is the blank sheet of paper. Time to strike back.
2. Save your energy drinks for a fun night out. Shmoop will help you kick that can by supplementing your sleep-inducing (and wallet-draining) textbooks.
3. A lotta links. Photo-audio-video-...stuff like that.
4. Learn like it's the 21st century. Text and printed books are kinda 20th century (15th century, actually) - but great stories are timeless.
5. Debate with your teachers. Every story has multiple sides.
6. Find literature, history, and poetry relevant – inspiring, even – to the life you live today.

**EDITOR'S NOTE:** Please contact us with requests for phone or email interviews with Shmoop's CEO, high-resolution logos, tarot readings, or screen shots.

### **About Shmoop**

Shmoop is a free online homework and writing helper designed to make studying and writing more fun and relevant for students in the digital age. The writers of Shmoop's original content are primarily Ph.D. and Masters students from top U.S. universities, such as Stanford, Berkeley, Harvard, and Princeton. Headquartered in a Tibetan monk-blessed office in Mountain View, California, the company was founded in March 2007 by David Siminoff, Ana Rowena McCullough, and Jason Wiener. Ellen Siminoff is President and CEO of Shmoop. After an extensive private beta testing period, Shmoop announced its launch on November 11, 2008 (so we could share our special day with Vonnegut's and Dostoyevsky's birthdays, while saluting our vets). Shmoop covers literature, poetry, writing, and U.S. history, with more subjects coming soon. For more information, please visit us at [www.shmoop.com](http://www.shmoop.com).

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