

FOR IMMEDIATE RELEASE

Sunshine Pack & Ship Helps Veteran Sell Piece of Hindenburg History

LONGWOOD, FL: MAY 9 2005. On Saturday, April 30, John Davies of the Sunshine Pack & Ship retail center in Longwood, FL, launched an eBay auction for a former U.S. Army Coast Artilleryman's photographs and artifacts from the Hindenburg Zeppelin disaster of May 6, 1937. The owner of the pieces, who had been stationed near the Lakehurst, NJ site of the tragedy and was fortunate enough to have a camera at the time, thought the items might fetch a few hundred dollars. On May 7, the day the auction closed, Davies called the owner of the artifacts and told him that the winning bid was for \$3,250.00.

"Part of the auction listing service that we offer is to research the value of the item for our customers," said Davies. "A museum curator thought that the items might sell for between \$1,500 and \$3,000. So we put a reserve selling price on it and waited."

Bidding on the object started low and grew steadily during the 7-day auction until reaching a fevered pitch during the auctions final minutes.

"With only a few minutes left, the top bid was at \$1,500," said Davies. "Then I hit refresh, and the top bid was at \$2,500. In the last sixty seconds, each time I refreshed the screen with my mouse button, the price jumped. We have auctioned golf clubs, electronic equipment, and VHS videos before, but to actually have a piece of history like this in our hands was truly remarkable."

ABOUT SUNSHINE PACK AND SHIP:

Sunshine Pack & Ship began in 1994 when the Bradenton, Florida, based company founders, Douglas & Barbara Roper, set out fulfilling their entrepreneurial dreams by combining their extensive background in transportation with a pursuit for establishing a unique one-stop-shipping concept. In 2003, the founders began offering this unique concept nationally to others who were interested in following the same dreams. Today, the company has 22 locations open between Michigan and Wisconsin in the north, Kansas City in the West, the Carolinas in the east and Florida in the south. On April 1, 2005, it opened its 22nd store in Longwood, Florida and will soon be opening stores in Chicago, Illinois; Englewood, Florida and another location in Sarasota, Florida, with an excess of 35 more under contract.

CONTACT:

Michael J Vanderpool, Marketing and PR, 1 (941) 746-9825, mike.vanderpool@sunshinepackandship.com

SOURCE SUNSHINE PACK AND SHIP

Web Site: <http://www.sunshinepackandship.com>

###