



For Immediate Release

DORMSTORMER, INC. TO LAUNCH SAMPLE SALE WEBSITE FOR COLLEGE STUDENTS

DormStormer.com will host 48-hour sales featuring one brand at a time exclusively for college students

Los Angeles, CA (April 3, 2012) - Students from USC, UCLA and FIDM have accepted the challenge of providing college students with clothing, shoes and accessories from the brands they know and love at the prices they can afford. Launching April 3, 2012, DormStormer.com, created by Adam Gausepohl, Sarah Gausepohl and Bryant Laitipaya, will serve as a platform to provide students with affordable clothing, shoes and accessories while offering a way for brands to connect with the college demographic.

With just a click of a button students will now have access to a new brand every 48-hours with up to a 70% discount. Membership is free - all that is required is a valid .edu email. The first sale is set to feature men and women's clothing from American Apparel.

CEO Adam Gausepohl states, "We have already had thousands of students sign up all across the country. Everyone is excited for the launch and we have brands lined up for the months to come that won't disappoint."

The concept for DormStormer originated inside a classroom at USC. What began as an assignment for class quickly turned into a reality. Over the past year, co-founders have met with brands to set up sales and put together a team of strong, motivated peers excited about the opportunity to be apart of this business.

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