

## PRODUCT APPLICATION

ENDICIA

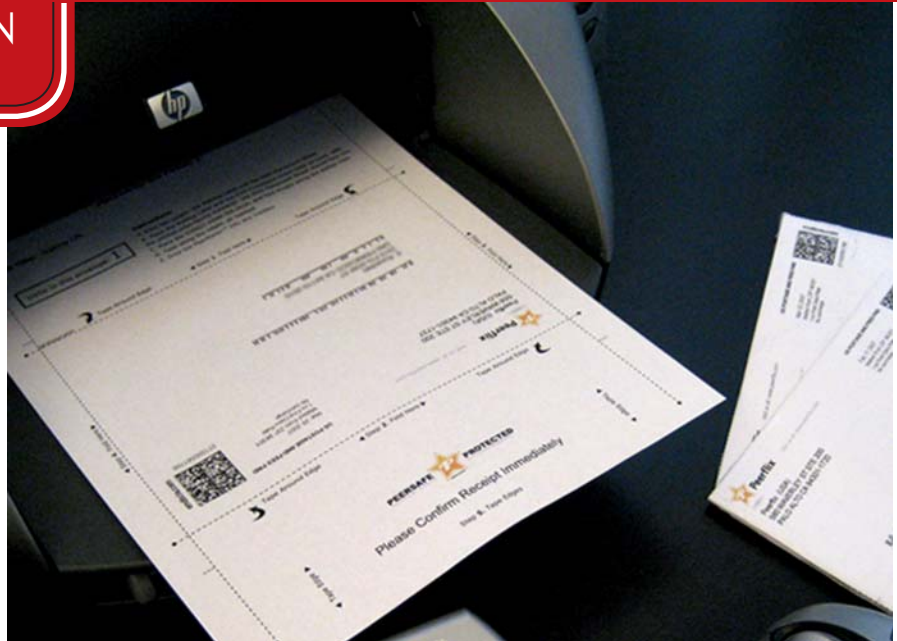
### The Endicia Label Server Application Programming Interface

The Endicia Label Server Application Programming Interface allows you direct access (via a set of web services) to the Endicia Application servers to request complete shipping labels with tracking and postage very similar to the carrier Ship APIs on the market.

Endicia is an approved licensed vendor of PC Postage by the U.S. Postal Service. Endicia provides many USPS solutions to eliminate the challenges of processing postal shipments. One of the most flexible and powerful solutions is a Label Sever API. The Label Server is a pure web-based application and supports all domestic mail classes, PO Boxes, APO/ FPO and international mail classes with pre-printed custom forms.

Endicia Label Server enables companies to determine U.S. Postal Service costs instantly and accurately. It validates a customer's address and automatically generates a postage-paid shipping label containing all shipment information including an integrated tracking (Confirm Service, Delivery Confirmation, Express Mail or customs forms) number.

The Label Server supports a USPS service called Confirm Service (a.k.a. Planet Code technology) for First Class Letters & Flats, up to 3.5 ounces using Planet Confirm barcode, for outgoing and incoming reply mailpieces. Confirm service helps you track important and time-sensitive mail with near real-time tracking information. Confirm requires that the mailers display a Planet barcode on the front of the mailpieces. The mailer's proper application of these barcodes allows the Postal Service to generate Confirm scan data, so you can track your mail as it moves through the mail stream and when it has been delivered.



The USPS is the least costly method of shipping, both domestically and internationally, for many companies. The system produces a complete shipping label with Stealth (hidden) postage. The Label Server saves time by integrating directly into your workflow and is easy to maintain since no client software is needed. It also returns all information needed for accounting and customer notifications. Shipment information can be stored locally by the integrating company and/or accessed 24 hours/7 days a week via Endicia.com. Companies like Peerflix can use Confirm service to align their processes and resources with the actual processing and delivery status of their DVDs. Integrating the Label Server's Confirm data into current business practices puts valuable information in the hands of decision makers, and that can reduce costs, enhance marketing efforts and improve their relationships with customers.

The application can easily be integrated into a number of applications. Organizations that can benefit from Confirm service include the following:

- Advertising agencies
- Audio, books and DVD websites
- Banks
- Collection agencies

- Direct mail advertisers
- Mail service providers
- Non-profit organization/charities
- Retailers

The introduction of Endicia Label Server into the Peerflix application has increased the ease of use for our members across the country. After selling a movie to another Peerflix member, users no longer have to worry about going to the post office to purchase their own postage. When they are ready to send a movie to another member, they'll do so by printing the Peermailer, which includes First Class letter postage with Planet barcode, on standard white paper from your printer. The Peermailer is then folded and taped according to the easy-to-follow instructions to create a custom mailing pouch. Working with Endicia has also enabled Peerflix to track the mailers as they cross the United States, which has led to a reduction in lost mailers throughout the country. Our relationship with Endicia has helped in expanding our site by simplifying the mailing process for all involved and allowing us not to force the sender to pay the shipping costs.

*For more information, call 800-576-3279, email [LabelServer@endicia.com](mailto:LabelServer@endicia.com) or visit [www.Endicia.com/LabelServer](http://www.Endicia.com/LabelServer).* ●