

**DYMO**

**Endicia**

# January 22, 2012 U.S. Postal Service® Price Change



DYMO Endicia  
385 Sherman Ave.  
Palo Alto, CA 94306  
800-576-3279 x140  
sales@endicia.com

**[www.endicia.com](http://www.endicia.com)**

# Agenda



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- Background and definitions
- January 2012 U.S. Postal Service® price change overview
  - Intelligent Mail® package barcode
  - Domestic prices, changes and new features
  - International prices, changes and new features
  - Other changes
- High Volume Shipping
  - Volume thresholds
  - Price changes
  - Cubic packaging innovation
  - International shipping
- Q&A

# Competitive vs. Market Dominant

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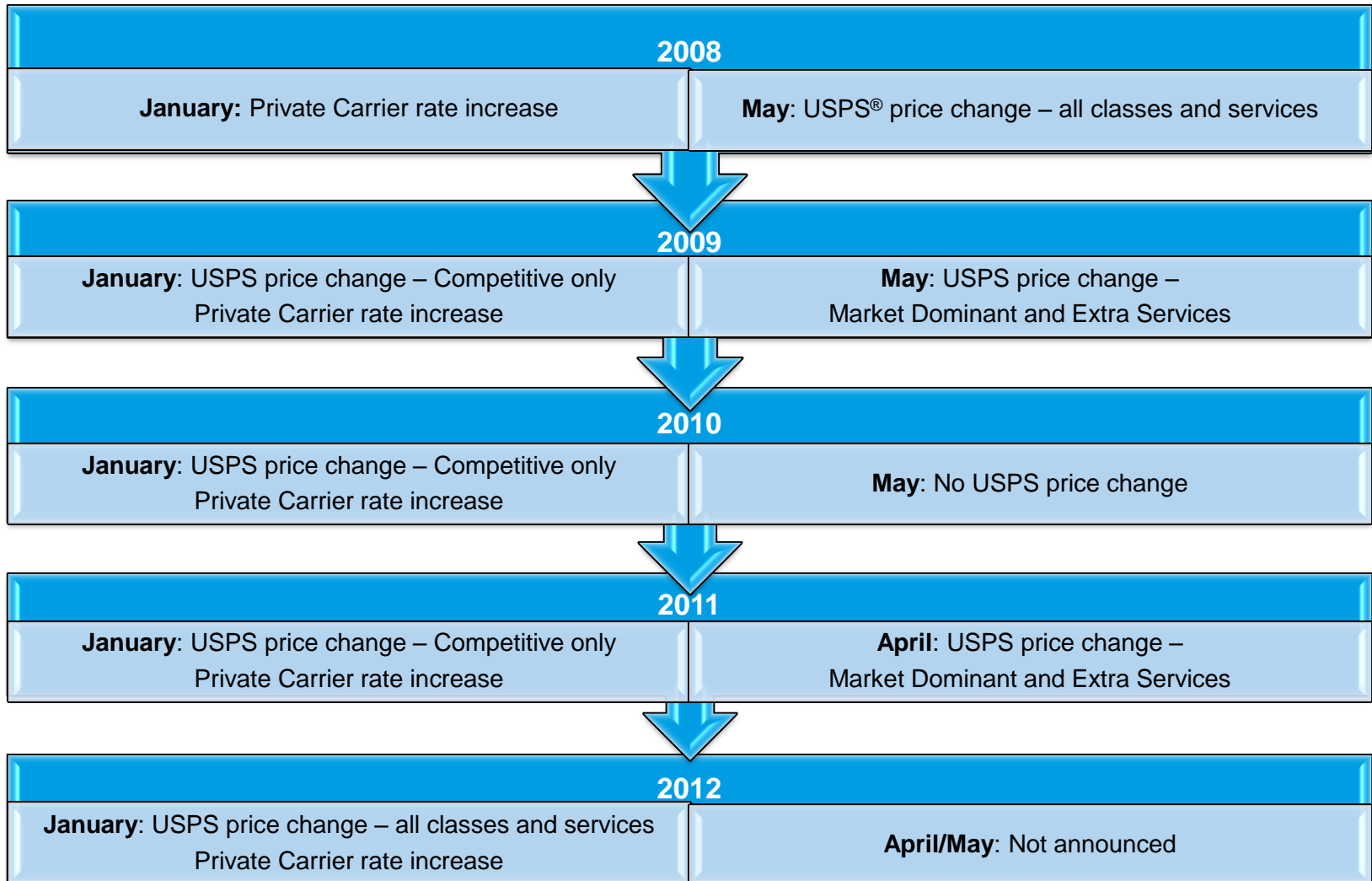
- Competitive mail classes
  - The USPS® has flexibility when pricing these classes, including the ability to offer volume or negotiated discounts. Average 2012 increase is 4.6%
- Market Dominant mail classes
  - The USPS is limited in their ability to change these prices and percent increases cannot exceed the Consumer Price Index. Average 2012 increase is 2.1%

Competitive Mail Classes	Market Dominant Mail Classes
Priority Mail®	First-Class Mail®
Express Mail®	Standard Mail®
Parcel Select®	Media Mail®
First-Class Package Service™	Library Mail
Priority Mail International®	Parcel Post®
Express Mail International®	First-Class Mail International®
Global Express Guaranteed®	

# Price change history

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# How does the USPS® compare?

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Service Type	Average UPS Increase	Average FedEx Increase	Average USPS® Commercial Base Increase
Overnight	+5.9%	+5.9%	-3.9%
2 Day	+5.9%	+5.9%	-3.9% to +3%
Ground	+5.9%	+5.9%	+3%

The U.S. Postal Service® is an excellent and reliable option for B2C shippers. When looking at mail classes comparable to services from private carriers, postage prices are increasing at a lower rate.

Plus, with the Postal Service™, the price you see on the label is the price you pay; unlike private carriers who can impose a multitude of surcharges for fuel, residential delivery, or Saturday delivery.

# Pricing definitions

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- Retail price
  - The standard counter price for postage at the Post Office™.
- Commercial Base™ price
  - The discounted postage price for certain mail classes available to electronic postage users, like DYMO Endicia customers.
- Commercial Plus™ price
  - Deeply discounted postage prices for certain mail classes available to high-volume shippers, like DYMO Endicia customers.



# Intelligent Mail® package barcode



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- Also known as IMpb, this barcode allowed the USPS® to put in more package information into a barcode format and increase visibility into shipped packages
- DYMO Endicia implemented full support for IMpb in January 2011
  - No layout changes for customers already using this barcode
  - Some label types will no longer be an option for labeling packages



\*IMpb not required for DYMO Stamps software

# What does IMpb mean for shippers?

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- Free Delivery Confirmation™ for additional commercial mail classes
  - First-Class Package Service™
  - Parcel Select®
  - Default software setting will be ON for packages eligible for free Delivery Confirmation
- Certain label layouts will no longer work for packages, but can be used for letters or flats
  - DYMO 3-part 30383
  - DYMO 2- part 30384
  - DYMO 1-part 99019





# Express Mail® domestic prices

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Commercial Base™ saves over Retail and is going DOWN in price!

Express Mail Price Change (avg.)	
Retail	+ 4.4%
Commercial Base	- 3.9%

Comparable to private carrier overnight and 2-day options, Express Mail offers 1-2 day shipping with free tracking and a money-back guarantee on packages up to 70 lbs.

<b>E</b>	<b>\$27.35</b> * SAMPLE * 1 lb Express Mail Premium Service Local Commercial Base Price	<b>US POSTAGE</b> Mailed from ZIP 94306
	<b>**VOID - DO NOT MAIL**</b> endicia.com 071V00591199	
<b>USPS EXPRESS MAIL®</b>		
DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864		(650) 321-2640 <b>0004</b>
NO HOLIDAY DELIVERY WAIVER OF SIGNATURE		
<b>SHIP TO:</b>	DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
<b>USPS SIGNATURE TRACKING #</b>		
9405 5102 0082 8100 6967 10		
<b>POSTAL USE ONLY</b>		
Date In: Mo. Day Year	Time In:	<input type="checkbox"/> AM <input type="checkbox"/> PM
Day of Delivery:	<input type="checkbox"/> Next <input type="checkbox"/> Second	<input type="checkbox"/> 12 Noon <input type="checkbox"/> 3 PM
Return Receipt <input type="checkbox"/>	COD <input type="checkbox"/>	Additional Insurance <input type="checkbox"/>

# Express Mail® innovation

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- New Express Mail Flat Rate box
  - Enjoy 1-2 day delivery anywhere in the United States for a flat rate of just \$39.95!
  - The new box will hold up to .35 cubic ft. and up to 70 lbs.
  - Choose from top-loading or side-loading box styles that are the same size the Priority Mail® Medium Flat Rate boxes:
    - 11" x 8-1/2" x 5-1/2"
    - 11-7/8" x 3-3/8" x 13-5/8"
- Free tracking!
- Free package pickup!
- USPS® packaging required
- Available at [usps.com/shop](https://usps.com/shop)



# Express Mail® changes



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- Sunday/Holiday delivery option now broken into three categories
  - Options are:
    - Sunday Delivery
    - Holiday Delivery
    - Choose both Sunday and Holiday Delivery
  - Cost is \$12.50 regardless of which option is chosen
- Signature upon delivery
  - No cost for a signature upon delivery with Express Mail
  - “Waiver of Signature Requested” is the default
    - Delivery will be confirmed by label scan
    - Packages will be left at door or in mailbox
- Refund request deadlines
  - Manual postage refunds must now be filed within 30 days of mailing date
  - Electronic postage refunds must still be submitted within 10 days of mailing date

# Priority Mail® domestic prices

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Commercial Base™ saves an average of 6.8% over Retail!

Priority Mail Price Change (avg.)	
Retail	+ 3.2%
Commercial Base	+ 3%

Comparable to private carrier 2-day shipping, Priority Mail offers 2-3 day delivery for packages up to 70 lbs. with free Delivery Confirmation™.\*

<b>P</b>	<b>\$4.80</b> * SAMPLE * 1 lb Priority Mail Rate Local Commercial Base Pricing	<b>US POSTAGE</b> Mailed from ZIP 94306
	 **VOID - DO NOT MAIL** endicia.com 071V00591199	
<b>USPS PRIORITY MAIL®</b>		
Samuel Leinbach DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864		<b>0005</b>
<b>SHIP TO:</b> DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864		
<b>USPS TRACKING #</b>  9405 5102 0083 0100 7444 38		

\*Free Delivery Confirmation with PC Postage

# Priority Mail® innovations

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- New Priority Mail® Regional Rate™ Box C
  - Leverage the speed of Priority Mail with zone-based, flat prices for shipments up to 25 lbs. with this new, large box!
  - USPS® Regional Rate packaging is required and available online at [usps.com/shop](https://usps.com/shop)

Regional Rate Options	Box A	Box B	Box C
	15 lbs. maximum	20 lbs. maximum	25 lbs. maximum
Side Loading	13 1/16" x 11 1/16" x 2 1/2"	16 1/4" x 14 1/2" x 3"	N/A
Top Loading	10 1/8" x 7 1/8" x 5"	12 1/4" x 10 1/2" x 5 1/2"	15" x 12" x 12"

NEW!

# Priority Mail® innovations



- Save money on small and medium-sized, dense shipments with Priority Mail® Regional Rate™ boxes!
  - Ship up to 15 lbs. in Regional Rate Box A at the Priority Mail 2 lb. rate
  - Ship up to 20 lbs. in Regional Rate Box B at the Priority Mail 4 lb. rate
  - Ship up to 25 lbs. in Regional Rate Box C at the Priority Mail 17 lb. rate

Regional Rate Box Pricing							
Box	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
A	\$5.04	\$5.16	\$5.66	\$7.26	\$7.95	\$8.65	\$9.62
B	\$5.90	\$6.98	\$8.18	\$10.80	\$12.74	\$13.73	\$15.46
C	\$14.44	\$18.73	\$22.66	\$31.52	\$35.66	\$38.99	\$45.02

Boxes exceeding maximum weight limits will be charged based on weight and zone.  
Regional Rate postage may now be purchased at the retail counter for an additional \$0.75 per package. Prices above reflect online purchase.

# Priority Mail® innovations



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- New Package Intercept service
  - Lets commercial shippers “intercept” package before final delivery
  - Choose from three intercept options
    - Return package to sender
    - Hold package for pick up at a Post Office™
    - Redirect package to an alternate address
  - Cost is \$10.95 plus applicable Priority Mail® postage
  - Initially available at the retail counter
    - Phased roll out will include adding it to usps.com and possibly as an API that DYMO Endicia will integrate

# Ground service changes



- Parcel Select® and Parcel Post® offers 2-6 day delivery and is often compared to private carrier ground services.
  - At times, Parcel Select will be more cost-effective and other times, Parcel Post will save more money. There is no real rule of thumb for finding the best option.

	Parcel Select*	Parcel Post
Pricing Group	Competitive	Market Dominant
Avg. 2012 price change	+0.8%	+2.5%
Available with PC Postage®	Yes	Yes
Available at Retail	No	Yes
Maximum Weight	70 lbs.**	70 lbs.
Delivery Confirmation™	FREE with PC Postage**	\$0.19 per package

\*Increase for Parcel Select non-presort

\*\*New with January 2012 USPS price change



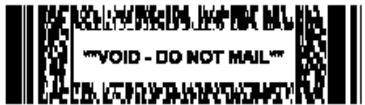

# First-Class Package Service™

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First-Class Package Service replaces First-Class commercial parcels that were part of the Mailing Services price list.

	First-Class Package Service	First-Class Mail Parcel
Pricing Group	Competitive	Market Dominant
Avg. 2012 price change	+3.7%	+10.9%
Available with PC Postage®	Yes*	Yes
Available at Retail	No	Yes
Delivery Confirmation™	FREE	FREE

<b>F</b>	<b>\$1.83</b> * SAMPLE * 1 oz First-Class Package Service Rate Commercial Base Price	US POSTAGE Mailed from ZIP 94306
	 VOID - DO NOT MAIL™ endicia.com 071V00591199	
<b>USPS FIRST-CLASS PKG</b>		
Samuel Leinbach DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864		<b>0007</b>
<b>SHIP TO:</b> DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864		
<b>USPS TRACKING #</b>		
 9471 0102 0088 2100 6987 38		

\*DYMO Stamps software will not be eligible for First Class Package Service price.  
 Personal shipments can not be shipped First-Class Package Service

# First-Class Mail® domestic prices

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- First-Class Mail prices are increasing by an average of 5.7%
  - The bulk of this increase will affect the First-Class Mail Parcel services
  - First-Class Mail is an economical way to send anything up to 13 oz with a 2~3 day delivery time for a per ounce rate.

Type of mailpiece	2011 Price	2012 Price	Change
Postcard (1 oz.)	\$0.29	\$0.32	+\$0.03
Envelope (1 oz.)	\$0.44	\$0.45	+\$0.01
Flats (1 oz.)	\$0.88	\$0.90	+\$0.02
Each additional oz. – Flats	\$0.20	\$0.20	\$0.00
Each additional oz. – Parcels	\$0.17	\$0.17	\$0.00

# Media Mail<sup>®</sup> prices

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- Media Mail prices are increasing by an average of 2.6%
  - Contents shipped using Media Mail are restricted to books, sound recordings, recorded video tapes, printed music, or recorded computer-readable media, such as CDs, DVDs, and diskettes
  - Contents cannot include advertising of any kind, except for incidental book announcements

Weight (Lbs.)	Large Envelopes & Parcels (2011 Price)	Large Envelopes & Parcels (2012 Price)	Change
1	\$2.41	\$2.47	+\$0.06
2	\$2.82	\$2.89	+\$0.07
3	\$3.23	\$3.31	+\$0.08
5	\$4.05	\$4.15	+\$0.10
10	\$6.04	\$6.19	+\$0.15

# Library Mail<sup>®</sup> prices

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- Library Mail prices are increasing by an average of 2.6%
  - Contents can include items on loan from or mailed between academic institutions, public libraries, museums and other qualified institutions
  - Contents shipped using Library Mail are restricted to books, sound recordings, academic theses, and certain other approved items
  - Each mail piece must show the name of a school or nonprofit organization in the address or return address field

Weight (Lbs.)	Large Envelopes & Parcels (2011 Price)	Large Envelopes & Parcels (2012 Price)	Change
1	\$2.29	\$2.35	+\$0.06
2	\$2.68	\$2.75	+\$0.07
3	\$3.07	\$3.15	+\$0.08
5	\$3.85	\$3.95	+\$0.10
10	\$5.74	\$5.89	+\$0.15

# International mail changes

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- Introduction of Commercial Base™ and Commercial Plus™ pricing for Priority Mail International® and Express Mail International®
  - Online discounts are already in place, but this naming brings terminology in line with domestic mailing
  - Commercial Base pricing saves over Retail!

Mail Class	Average price change	Commercial Base Savings Over Retail
Priority Mail International	+8.7%	Up to 5%
Express Mail International	+11.6%	Up to 8%



# International innovation

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- New Express Mail International Flat Rate box
  - Enjoy the speed of Express Mail International delivery for a flat rate of just \$59.95 to Canada and just \$74.95 to all other countries!
  - The maximum weight limit is 20 lbs.
  - Choose from top-loading or side-loading box styles that are approximately the same size as the Priority Mail® Flat Rate boxes:
    - 11" x 8-1/2" x 5-1/2"
    - 11-7/8" x 3-3/8" x 13-5/8"
- Free tracking!
- Free package pickup!
- USPS® packaging required
- Available at [usps.com/shop](https://usps.com/shop)



# First-Class Mail International® prices



- First-Class Mail International prices are increasing by an average of 15.51%
  - An economical way to send mailpieces internationally when tracking or delivery information is not required.
  - Maximum weight for any First-Class Mail International piece is 64 oz.

Destination (1 oz. weight)	Letters and Postcards		Large Envelopes		Parcels	
	2012 Price	Change	2012 Price	Change	2012 Price	Change
Canada or Mexico	\$0.85	+\$0.05	\$1.50	+\$0.42	\$3.00	+\$1.28
Price Groups 3-5	\$1.05	+\$0.07	\$1.75	+\$0.45	\$3.00	+\$1.28
Price Groups 6-9	\$1.05	+\$0.07	\$1.75	+\$0.45	\$3.00	+\$1.28

# USPS® insurance prices

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- Insurance prices offered by the U.S. Postal Service® are increasing by an average of 2.6% across both domestic and international.
- Listed below are the U.S. Postal Service® domestic insurance prices.

Domestic Insurance Value	2011 Price	2012 Price	Change
\$0.01 to \$50.00	\$1.80	\$1.85	+\$0.05
\$50.01 to \$100	\$2.30	\$2.35	+\$0.05
\$100.01 to \$200	\$2.85	\$2.90	+\$0.05
\$200.01 to \$300	\$4.75	\$4.85	+\$0.10
\$300.01 to \$5000	+\$1.05	+\$1.10	+\$0.05



# Endicia Parcel Insurance prices



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- Domestic Endicia Parcel Insurance prices are increasing, while international Endicia Parcel Insurance prices are not changing in January
- Parcel Select® and First-Class Package Service® will now qualify as tracked shipments with free Delivery Confirmation™ and get lower rates
- **Shippers using Endicia Parcel Insurance can save up to 66% over USPS insurance!**

Domestic Insurance Value	Endicia Standard plans		Endicia Premium plans		Endicia Professional plans and above	
	Tracked	Non-tracked	Tracked	Non-tracked	Tracked	Non-tracked
\$0.01-\$50	\$1.15	\$1.35	\$0.80	\$1.00	\$0.75	\$0.95
Per \$100 up to \$300	\$1.30	\$1.55	\$0.90	\$1.15	\$0.80	\$1.05
Per \$100 over \$300	\$1.15	\$1.35	\$0.80	\$1.00	\$0.75	\$0.95

Email notification of new prices and structure will go out early January.

DYMO Endicia insurance users will be asked to accept the modified agreement mid-January.

# Summary

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## Key highlights

- IMpb support upgrade
  - Now required on all packages
  - Delivery Confirmation™ free for more mail classes
- New Express Mail® Flat Rate box
  - Domestic up to 70 lbs.
  - International up to 20 lbs.
- New Priority Mail® Regional Rate box
- Parcel Intercept service

USPS® Product	Average price change for DYMO Endicia customers
Express Mail®	-3.9%
Priority Mail®	+3%
First-Class Package Service™	+3.7%
Parcel Select®	+0.8%
Parcel Post®	+2.5%
Media Mail®	+2.6%
Library Mail®	+2.6%
Express Mail International®	+11.6%*
Priority Mail International®	+8.7%*
First-Class Mail International®	+4.6%
USPS® Insurance	+2.6%

\*Average overall increase, not specific to Commercial Base pricing

# Changes for High Volume Shippers



# Agenda – Commercial Plus™

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- Volume thresholds
- Price changes
- Cubic packaging innovation
- International shipping



# Commercial Plus™ volume thresholds

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- Commercial Plus (CPP) – Highly discounted rates offered to qualified high volume shippers

Mail Class	2011 Threshold*	2012 Threshold*	Change
Express Mail®	5,000	5,000	0
Priority Mail® letters, flats and Critical Mail™ (excludes packages and Padded Flat Rate Envelope)	5,000	5,000	0
Priority Mail letters, flats, packages, Critical Mail & Padded Flat Rate Envelope	75,000	75,000	0
Priority Mail Cubic	250,000	150,000	-100K!

\*All thresholds based on qualifying annual quantity, except for Express Mail (based on prior 4 quarters) Customers may also qualify with a Customer Commitment Agreement with USPS®.

# Express Mail® CPP prices

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Commercial Plus™ saves over Retail!

Commercial Plus Express Mail Price Change (avg.)	
Retail	+ 4.4%
Commercial Plus	0% overall

While these prices are not changing on average overall, some weight/zone combinations do go up in price, while others actually go down.

<b>E</b>	<b>\$11.08</b>	<b>US POSTAGE</b>
	* SAMPLE * Mailed from ZIP 94306 1 lb Express Mail Rate Local Commercial Plus Price	
		
endicia.com 071V00591199		
<b>USPS EXPRESS MAIL®</b>		
DYMO Endicia (650) 321-2640		<b>0005</b>
385 Sherman Ave Palo Alto, CA 94306-1864		
NORMAL DELIVERY WAIVER OF SIGNATURE		
SHIP TO:	DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864	
<b>USPS SIGNATURE TRACKING #</b>		
		
9400 1102 0088 1100 6940 91		
<b>POSTAL USE ONLY</b>		
Date In: Mo. Day Year	Time In:	<input type="checkbox"/> AM <input type="checkbox"/> PM
Day of Delivery:	<input type="checkbox"/> Next <input type="checkbox"/> Second	<input type="checkbox"/> 12 Noon <input type="checkbox"/> 3 PM
Return Receipt <input type="checkbox"/>	COD <input type="checkbox"/>	Additional Insurance <input type="checkbox"/>

# Priority Mail® CPP prices

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Commercial Plus™ saves an average of 12.5% over Retail!

Commercial Plus Priority Mail Price Change (avg.)	
Retail	+ 3.2%
Commercial Plus	+ 2.8%

Commercial Plus Priority Mail gives a wide variety of options for saving money on shipping and includes such popular products the Padded Flat Rate envelope and Critical Mail™.

<b>P</b>	<b>\$4.80</b> * SAMPLE * 1 lb Priority Mail Rate Zone 1 Commercial Plus Price	<b>US POSTAGE</b> Mailed from ZIP 94086
	 VOID - DO NOT MAIL™ endicia.com 071V00593414	
<b>USPS PRIORITY MAIL®</b>		
DYMO Endicia 385 Sherman Ave Palo Alto, CA 94306-1864		<b>0005</b>
<b>SHIP TO:</b> DYMO Endicia 385 Sherman Ave <b>Palo Alto, CA 94306-1864</b>		
<b>USPS TRACKING #</b>		
 <b>9405 5156 6666 6666 0002 61</b>		

# Priority Mail® CPP prices

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Critical Mail™ is ideal for event tickets and other important, flat documents. Best of all prices are not changing for 2012!

Critical Mail Pricing			
Size	Max. Thickness	Max. Weight	All Zones
Critical Mail Letters	1/4"	3 oz.	\$3.50
Critical Mail Flats	3/4"	13 oz.	\$4.25



- Users must meet volume threshold AND have a customer commitment agreement
- USPS® packaging is required and ordering is available online for authorized customers.



# Priority Mail® CPP innovation

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- Commercial Plus™ Cubic pricing lets shippers pay by size (cubic volume) of a package instead of weight.
- Now, the USPS® is introducing Cubic pricing for soft packs! Soft-pack envelopes are usually cloth, plastic, or vinyl packaging that is flexible enough to adhere closely to the contents being packaged.
- To find the correct price for a soft pack:
  - Add package length and width, then compare to the chart below
  - DYMO Endicia customers can simply enter length and width into the software for automatic calculation

Length + Width	Cubic Feet Not Over	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Over 0" to 21"	0.10	4.39	4.45	4.54	4.73	4.91	5.10	5.38
Over 21" to 27"	0.20	4.86	4.98	5.15	5.30	5.44	5.61	6.05
Over 27" to 31"	0.30	5.09	5.47	6.05	7.46	8.29	8.99	9.88
Over 31" to 34"	0.40	5.30	6.17	7.10	8.88	10.43	11.44	12.89
Over 34" to 36"	0.50	6.02	7.22	8.27	11.02	12.86	14.20	16.24

# Commercial Plus™ for international

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Commercial Plus international pricing is a new way of referring to discounts that existed in 2011. To qualify, customers must print at least \$100,000 per year of combined Priority Mail International® and Express Mail International® postage.

Mail Class	Commercial Plus savings over Retail
Express Mail International	Up to 15%
Priority Mail International	Up to 10%



Qualifying customers receive discounts for both of these mail classes.

# Summary



## Key highlights

- Lower annual volume threshold for Commercial Plus™ Cubic pricing
- New soft pack pricing for Commercial Plus Cubic
- Critical Mail™ prices remain the same for 2012
- Introduction of Commercial Plus terminology for international expedited mail classes

# DYMO Endicia makes it easy



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- With any DYMO Endicia service plan, software is updated with new prices and features in advance at no additional cost
  - DYMO Endicia customers will receive a link to download their free software update in early January
  - Once the update is complete, any pieces postmarked January 22, 2012 or later will use the new prices
  - On January 22, 2012 the new features and postage options will automatically become available within your software
- Visit our USPS® price change webpage at [www.endicia.com/pricechange](http://www.endicia.com/pricechange) for additional details about the upcoming USPS changes.

# Question & Answer Session



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If you haven't done so already, please take this time to submit questions to our speakers using the Q&A chat window on your console.

This presentation will be available for download at:  
<http://www.endicia.com/Support/Webinars>

# Contact Us



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- Web
  - [www.endicia.com/pricechange](http://www.endicia.com/pricechange)
  - <http://pe.usps.com>
- Social Media
  - [www.twitter.com/endicia](http://www.twitter.com/endicia)
  - [www.facebook.com/dymo.endicia](http://www.facebook.com/dymo.endicia)



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Thank you!

DYMO Endicia  
385 Sherman Ave.  
Palo Alto, CA 94306  
800-576-3279 x140  
sales@endicia.com  
[www.endicia.com](http://www.endicia.com)