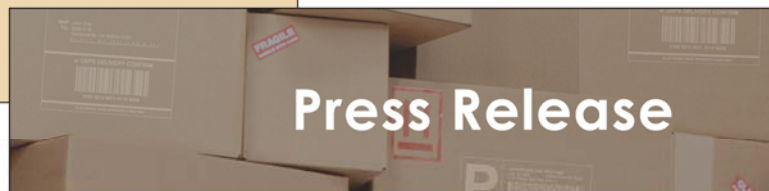


# Endicia Helps Customers Make “Cents” of Upcoming U.S. Postal Service Price Change

*Leading Internet Postage Provider Offers Free Stamps and Webinars to Show Consumers Ways They Can Still Save on Mailing*

Endicia  
247 High St  
Palo Alto, CA 94301  
800.576.3279 x140  
sales@endicia.com  
www.endicia.com



**PALO ALTO, California, April 23, 2009**

Endicia, the trusted leader in Internet Postage with more than \$3B in postage printed, is offering existing and new customers creative ways to save money during the next U.S. Postal Service® price change. On May 11<sup>th</sup>, the price of First-Class Mail® postage will change from 42 to 44 cents.

With this USPS price change, Endicia makes it easier than ever for small businesses to try Internet Postage and save money. Effective immediately through September 30, 2009, the first 20,000 customers that register for Endicia's special offer will get a free Printable Postage sheet in the mail. In addition, when they sign up for a no monthly fee DYMO Printable Postage account, they will receive 50 cents of postage deposited in their account. Users can then print a full sheet of 24 2-cent stamps to help use up any extra 42-cent stamps after the price change. Customers also have the option to buy additional postage and print any of the postage prices available in the software. To take advantage of this offer, visit [www.endicia.com/cents](http://www.endicia.com/cents).

In addition, to make sure customers are informed about the changing prices, Endicia will host educational webinars beginning Tuesday, April 28 at 1 p.m. Pacific through Tuesday, May 12 at 8 a.m. Pacific. To make it easy to adapt to the new USPS pricing structure, Endicia software will also automatically update to prepare for the change. A full webinar schedule is available at <http://www.endicia.com/Support/Webinars/>.

“The U.S. Postal Service and Endicia continue to offer their customers the best value, especially in tougher economic times,” said Harry Whitehouse, chief development officer for Endicia. “In order for it to have a minimal impact on our users, we will continue to educate and prepare our customers in advance.”

This price change will affect all U.S. Postal Service customers -- including Endicia users -- who mail using First-Class Mail letters; however, prices for the most common shipping classes, Priority Mail® and Express Mail®, will not change. Customers can also expect prices for extra services such as Delivery Confirmation™, Signature Confirmation™, COD and USPS® Insurance to increase along with Media Mail®, Parcel Post® and Library Mail. For customers who primarily print business mail postage, their most notable changes will be the price for a one-ounce First-Class Mail letter increasing by two cents and Certified Mail™ service costs increasing by 10 cents to \$2.80. For businesses producing their own presort (bulk) mailings, the prices for First Class and Standard Class automation letters, flats, and postcards will also change.

As always, Endicia products allow customers to print complete, prepaid postage for any single-piece domestic mail class available at the Post Office™ retail counter, avoid surcharges such as Saturday Delivery, and compute exact postage needed to avoid overpaying or risking packages arriving to recipients ‘postage-due.’ Endicia customers can learn about the full details of the price change by visiting [www.endicia.com/pricechange](http://www.endicia.com/pricechange).

Endicia, Endicia Standard, Endicia Premium, Endicia Professional, Endicia Platinum, Platinum Shipper, Endicia for Mac, Endicia Enterprise, Label Server, InstaPostage, Stealth Postage, PictureItPostage, PictureItPostage for Mac, Endicia Internet Postage, DAzzle, and their respective logos are trademarks of Endicia. All other trademarks are the property of their owners.

**endicia®**

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## **About Endicia**

With over 25 years of experience in the postal industry, Endicia is the leading Internet Postage service provider in terms of postage volume printed. Endicia lets users print postage with just a computer, printer, and an Internet connection. Integrated into more than 60 applications, Endicia's PC and Mac solutions allow users to print postage and shipping labels for all domestic and International mail classes that can be purchased at the Post Office™ retail counter. Endicia's functionality includes discounted Delivery Confirmation™ and Signature Confirmation™ , discounted Parcel Insurance made available by Endicia, Stealth Postage™ and pre-filled customs forms. Endicia's PictureItPostage™ service allows businesses and individuals to print customized postage with their logos, images, or pictures. In 1989, the company received the first annual U.S. Postal Service Quality Supplier Award, the Industry Star Award in 2004, and the U.S. Postal Service Corporate Business Achievement Award for Outstanding Performance in 2008. For more information, visit [www.endicia.com](http://www.endicia.com).

## **About Newell Rubbermaid Technology Global Business Solutions**

In a world that demands greater productivity and measures it at every opportunity, Newell Rubbermaid's global technology solutions provide businesses, educational institutions, and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction. Our global technology brands are organized into four solutions:

- DYMO® Printing and Labeling Solutions are comprised of DYMO label makers and label printers, postage printing and CD/DVD printing solutions ([www.dymo.com](http://www.dymo.com)).
- CardScan® Contact Management Solutions are comprised of CardScan business card scanners and contact management software featuring CardScan At Your Service™ ([www.cardscan.com](http://www.cardscan.com)), and DYMO File™ software for document scanning into digital files ([www.dymofile.com](http://www.dymofile.com)).
- Endicia® Internet Postage Solutions are comprised of Endicia online shipping and mailing solutions ([www.endicia.com](http://www.endicia.com)) as well as customized postage solutions ([www.pictureitpostage.com](http://www.pictureitpostage.com)).
- mimio® Interactive Teaching Solutions are comprised of mimio interactive whiteboard technology, digital ink recorders and student response systems ([www.mimio.com](http://www.mimio.com)).

These global technology brands complement the growing family of leading Newell Rubbermaid brands including Calphalon®, EXPO®, Goody®, Graco®, Irwin®, Lenox®, Paper Mate®, Parker®, Rolodex®, Rubbermaid®, Sharpie® and Waterman®.

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## **Contact**

Lauren Knox, Ketchum  
404.879.9157  
[Lauren.knox@ketchum.com](mailto:Lauren.knox@ketchum.com)