

# Endicia Launches PartnerSHIP Forward Program to Help Businesses Grow

*Leading Internet Postage Provider Helps Businesses Enrich Relationships Through “Ship it Forward” Campaign*

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**PALO ALTO, California, August 27, 2009**

Endicia, the trusted leader in Internet Postage with nearly \$4B in postage printed, has created the PartnerSHIP Forward program to positively impact businesses as they “ship it forward.” This unique program will help companies enrich their relationship with current business partners by connecting with them via two pre-paid U.S. Postal Service® Flat Rate boxes compliments of Endicia. An approved licensed vendor of the U.S. Postal Service, Endicia designed the PartnerSHIP Forward program to coincide with the U.S. Postal Service’s Priority Mail® Flat Rate box promotion.

To start the program, Endicia has invited 20 current customers to take part. In addition, five more companies will be selected to participate based on their creative ideas of why they would like to “ship it forward” to two of their current business partners. Interested companies can apply online at [www.partnershipforward.com/applytoparticipate](http://www.partnershipforward.com/applytoparticipate).

When a company registers to participate, they will have the opportunity to select one charity from a list of charitable organizations. Each time a charity is chosen, Endicia will donate \$9.85 to that charity, the commercial base value of postage for a U.S. Postal Service Medium Flat Rate box. This amount will accumulate for each organization and be donated in one lump sum after the program ends on October 31, 2009.

Once registration is complete, Endicia will send participants one Large Flat Rate box and one Small Flat Rate box with postage already attached to the boxes (combined value of \$18.30). Companies simply fill the provided U.S. Postal Service Flat Rate boxes and they’re ready to ship products, services, or other items to two current business partners.

Participating companies are encouraged to be creative and ship something meaningful so the partners they touch will “ship it forward” to two of their current business partners, who will, in turn, “ship it forward” to two more partners, and so on.

“Endicia knows that building and nurturing business relationships is important to our customers,” said Amine Khechfe, general manager of Endicia. “This program will provide a fun and unique opportunity for companies of all sizes to show how much they value their business partnerships.”

Program participants are invited to share the story of why they “shipped it forward” and what impact it had on their business at [www.partnershipforward.com/participants](http://www.partnershipforward.com/participants). For their submission, participants will be awarded three months of free Standard, Premium or Professional service from Endicia. In addition, the 20 best stories will

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**endicia®**

receive a DYMO productivity prize package including a DYMO 4XL or Twin Turbo printer, a CardScan Executive and a scale.

For additional information on Endicia's PartnerSHIP Forward program, please visit [www.partnershipforward.com](http://www.partnershipforward.com).

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### **About Endicia**

With over 25 years of experience in the postal industry and more than \$3 billion in postage printed, Endicia is the leading Internet Postage service provider. 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 applications 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™ service and Signature Confirmation™ service, discounted Endicia Parcel Insurance, 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 2009, La Poste, the French Postal Service, chose Endicia for its experience in the market, to launch MonTimbrenLigne, allowing small office/home office users to design and print custom postage at no extra cost. 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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