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ENDICIA EXPANDS PARTNERSHIP WITH OPERATION INTERDEPENDENCE

To reach even more troops, Endicia will match donations to Operation Interdependence's Adopt-A-Box™ program

PALO ALTO, Calif., July X, 2008 – Endicia announced today it is expanding its partnership with Operation Interdependence (OI) through a \$5,000 donation earmarked for a one-to-one match to OI's Adopt-a-Box™ program, as well as the donation of 40 Endicia Premium™ accounts.

Operation Interdependence is a civilian-to-military delivery system that allows Americans to demonstrate their support for our deployed military by sending OI Civilian Rations® (C-rats®) packages to the troops. Designed for delivery to the frontlines, C-rats are individual quart-sized baggies that contain a personal note from a caring civilian at home and a few treats such as snacks, games and personal care products. The most important part of the C-rat package is a letter from the donor offering a personal message to the Soldier, Sailor, Marine or Airman.

Every month OI sends approximately 300 boxes packed with 50 C-rats packages each reaching 15,000 troops. For a donation of \$30 to OI's Adopt-A-Box program, OI will enclose a special letter in the box noting it was "adopted" by an individual or organization or in honor of a loved one. During this special campaign, Endicia will match the donation. With this assistance, OI will now enable even more people in the U.S. to send personal notes and treats to troops on the frontlines, without impacting military resources.

"This is an excellent opportunity to further support a highly respected organization that includes thousands of hard working volunteers who go above and beyond supporting our troops," said Harry Whitehouse, chief development officer for Endicia. "Just like Operation Interdependence, Endicia is in the business of providing products and services to enable more efficient work and support when and where it is needed most--in this case the comfort of our men and women serving in the military."

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Endicia/OI Add One

Endicia has partnered with OI since 2001, utilizing its worldwide capabilities to ship supplies from generous consumers and volunteers directly to troops in Iraq, Afghanistan, Egypt and Djibouti (Eastern Africa). Endicia currently donates more than 40 Endicia Premium accounts to OI, with an annual retail value of more than \$7500. Their cash donation will greatly augment OI's ability to serve the troops.

The U.S. Postal Service® (USPS) is the only shipping service allowed to deliver items to U.S. military bases.

OI employs its Endicia Premium accounts to print customizable shipping labels for its shipments of C-rats packages and utilizes Endicia's e-mail notification to alert the leadership of deployed units of the shipment. Through this partnership, OI has become the Civilian-to-Military Delivery System® of choice.

People wishing to donate to the Adopt-a-Box program, should look for the link on OI's website at www.operationinterdependence.org.

"We can't express enough gratitude to Endicia for their help and believe the partnership is a natural fit to help increase the number of packages we can send in a given month," said Karon Carley, OI Chairman of the Board. "This partnership will help us fulfill our mission and encourage soldiers who need our support."

Endicia services enable OI volunteers to work in a paperless environment, ending the need to prepare shipping labels manually and drive to the Post Office to mail packages. With Endicia, OI simply uses its pre-existing mailing database, easily uploads it, and has packages picked up by the USPS with no pick-up or fuel charge. Endicia also affords OI portability, enabling it to ship directly from events in which it participates such as the National Association of Broadcasters and National Association of Convenience Stores.

Endicia's online package lookup creates added efficiency, and its label customization increases OI's visibility and that of its sponsors. OI's Enterprise account further decreases administrative costs by letting national organizers view spending and shipments of each of its locations from one consolidated reporting system, thus helping them manage the entire operation without having to log into each account.

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Endicia® Internet Postage lets users print postage with just a computer, printer, and an Internet connection. Integrated into more than 60 applications, and with over \$2 billion in postage processed and 25 years of experience in the postal industry, Endicia is the leading Internet postage service provider. For more information, visit www.endicia.com.

About Newell Rubbermaid Technology

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 platforms:

- The Specialty Printing and Labeling Platform is comprised of DYMO® labeling, postage printing and CD/DVD printing solutions (www.dymo.com).
- The Analog to Digital Platform is comprised of CardScan® business card scanners and contact management software featuring CardScan At Your Service™ (www.cardscan.com), and DYMO File™ software that turns paper documents into digital files (www.dymofile.com).
- The Internet Postage Platform is comprised of Endicia® online shipping and mailing solutions (www.endicia.com) as well as its customized postage solutions (www.pictureitpostage.com).
- The Classroom Technology Platform is comprised of mimio® interactive whiteboards and digital ink recorders (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®.

About Operation Interdependence

Operation Interdependence® is a civilian-to-military delivery system that serves as a program for Americans to demonstrate their support for our deployed military. Founded in December 2001 by Albert R. Renteria, a United States Marine of 26 years, OI is the fastest growing volunteer organization and premier Civilian-to-Military Delivery System® in the United States. OI enables people stateside to send personal notes and treats to those on the frontlines, without impacting military resources. For some, these notes and treats are the only communication that they receive from home. www.operationinterdependence.org.

The goal of OI is to provide all deployed troops around the world with C-rats from home every month during their entire deployment and to do so without bogging down the military mail system or taking away from the mission. For many, it is the only communication from home they receive. OI coordinates all shipments to the frontlines with unit commanders thereby ensuring military resources are not negatively impacted and boxes make it to their intended destination. And in the spirit of the "no one left behind" creed, enough C-rats are sent so that at mail call everyone in that unit gets a package.

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