



PRES RELEASE

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## Endicia Announces PictureItPostage™ for Mac V2.0

**MACWORLD EXPO, SAN FRANCISCO, Calif., January 10 2006** – Endicia™ today announced the availability of their next generation Tiger-only customized postage application. PictureItPostage™ for Mac V2.0, a unique tool for customers to personalize their postage, features iSight integration, multiple sheet discounts, and easy image editing. PictureItPostage for Mac seamlessly integrates with iPhoto – whether it’s a color photograph of the happy couple for the wedding invitation, or a snap-shot of the family for the Christmas card, PictureItPostage for Mac lets customers decide what goes on their stamps. This application is available immediately at <http://mac.endicia.com/pictureit/>.

“The creativity and individuality of the Mac community continues to drive innovation in Mac OS X,” said Dr. Harry Whitehouse, CEO of Endicia. “We are pleased to continue the evolution of customized postage so that our customers can take advantage of all that Tiger has to offer and create the most beautiful expressions in the mail.”

Customizing postage with PictureItPostage for Mac is a true Mac experience. It seamlessly integrates with iPhoto, giving users an easy way to create postage from any photo in their collection. PictureItPostage for Mac also lets users snap candid shots with their iSight cameras. Users can easily edit images on their Mac to zoom, crop, rotate, and apply filters; and use a simple interface to select the orientation of the image, denomination of postage, and the stamp colors. The new stamps, printed 20 to a sheet, are shipped to the customer within 10 business days. PictureItPostage allows the customer to choose between portrait and landscape orientations for their stamps, and provides 46% more area for the customer’s image. Featuring an elegant serration design on all four sides of the stamp, and allowing customers to pick any color from their image as the background color, PictureItPostage stamps are the ultimate in personalization.

PictureItPostage for Mac V2.0 is a Tiger-only application built from the ground up to run on Apple's latest operating system. It:

- Integrates with iPhoto, giving customers fast access to their iPhoto library, including the latest smart albums.
- Allows customers to use snapshots easily from iSight cameras.

- Allows customers to drag-and-drop an image outside of iPhoto.
- Utilizes Core Image to provide stunning photographic effects.
- Allows customers to apply multiple filters and drag-and-drop the order they are applied.
- Allows instant search for any photo on the customer's Mac using Spotlight.
- Sets background and font colors using the eye-dropper to easily pick colors from a photo.
- Gives customers the choice of Portrait or Landscape formats, animating the switch from one format to the other.
- Is built using the latest Quartz image rendering.

Endicia received authorization from the U.S. Postal Service® to begin a one year market test of PictureItPostage starting on June 2, 2005. Content guidelines to meet the requirements of this test are posted in the Terms and Conditions at [www.PictureItPostage.com](http://www.PictureItPostage.com).

### **About Endicia Internet Postage**

Launched in 2000, Endicia ([www.endicia.com](http://www.endicia.com)) is a leading Internet Postage service that allows users to print complete, postage-paid envelopes and labels for domestic and international mail. Endicia's shipping labels include discounted Delivery/Signature Confirmation, discounted private insurance and hidden-postage amounts. Endicia needs only a PC or Mac, an Internet connection, and a laser or inkjet printer – no hardware to lease or install. The service is available at [www.endicia.com](http://www.endicia.com) including a free 30-day trial. Endicia is offered by Envelope Manager Software, a leader in desktop mail software, with over 20 years of experience in the postal industry. The company's founders have supported essential elements of the U.S. Postal Service's nationwide automation effort. In 1989, they received the first annual U.S. Postal Service Quality Supplier Award; in 1993, Envelope Manager became the standard software for address hygiene and bar-coding at the U.S. Postal Service; and in 2004, Endicia received the U.S. Postal Service Industry Star Award.

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