



PRESS RELEASE

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## **Endicia Internet Postage Service for Mac v1.1 Now Available**

*Adds support for new Priority Mail flat rate boxes.*

*Plans to support Mac OS X v.10.4 'Tiger' features and direct envelope printing.*

**MACWORLD EXPO, SAN FRANCISCO, Calif., January 11 2005** – Endicia today announced the availability of the next generation Mac version of its leading Endicia Internet Postage™ service. Endicia™ for Mac V1.1, the first and only Internet Postage service designed for Mac OS X, adds support for the new Priority Mail flat rate boxes. Future versions will take advantage of special features in Mac OS X v.10.4 “Tiger” such as Spotlight, Dashboard, and Automator when available; and offer direct envelope printing.

Endicia for Mac was the first Internet Postage service to provide customers with International Mail, Electronic Delivery Confirmation on Priority Mail and Package Services, and a convenient Express Mail solution. Its support for AppleScript and XML automation lets users tie postage printing into existing workflows and create scripts to print postage using home grown applications or popular databases like FileMaker Pro. With this release, Endicia adds to its technology lead by supporting the latest offerings from the US Postal Service (USPS) and taking advantage of the latest features in Mac OS X.

“Since introducing our Mac version earlier this year, we have continued to experience phenomenal growth and acceptance within the Mac community,” said Harry Whitehouse, Endicia’s president. “We are committed to making Endicia for Mac the best mailing and shipping software on any platform.”

“We’re thrilled that the popularity of Mac OS X opens doors for developers to create innovative solutions across a broad range of markets,” said Ron Okamoto, Apple’s vice president of Worldwide Developer Relations. “Endicia for Mac is a great example of this innovation for business users, and we look forward to seeing ‘Tiger’ specific features in upcoming versions.”

### **Major Features**

Endicia for Mac users can print shipping labels for the USPS’ new flat rate Priority Mail boxes. On November 20, 2004, the USPS started offering a new flat rate for two Priority Mail box configurations: 14”x12”x3.5” and 11.25”x8.75”x6”. The USPS will ship these boxes for \$7.70,

regardless of their weight or destination. Endicia for Mac users can take advantage of these money-saving zone-independent flat rates.

Endicia for Mac is testing the ability to print postage directly on common business-sized envelopes. Instead of worrying about stamps, over-paying postage, and hand-writing addresses or applying labels to envelopes, users will print professional-looking envelopes with exact postage amounts and verified addresses. Using Endicia's patented address verification technology, envelopes are encoded with the necessary postal bar codes to speed mail to its proper destination.

When Mac OS X v.10.4 "Tiger" is released, Endicia for Mac will be ready. The upcoming version will include a Dashboard widget to access the status of tracked packages instantly. Endicia for Mac supports Tiger's new Automator capability, allowing users to easily build custom workflows; from sending birthday cards to everyone in the address book, to printing postage labels for items sold on eBay or Amazon.com. Endicia for Mac plans to incorporate Spotlight as well, allowing instant searching of the user's entire mailing history from the Spotlight menu.

## **About Endicia**

Endicia is a service from Envelope Manager Software ([www.envelopemanager.com](http://www.envelopemanager.com)), a leader in desktop mail software, with over 20 years of experience in the postal industry. In 1989, the company received the first annual U.S. Postal Service Quality Supplier Award, and in 1993, Envelope Manager became the standard software for address hygiene and bar-coding at the U.S. Postal Service. Endicia Internet Postage, introduced in 2000, allows users to print postage directly on their mail pieces using an award winning mail piece design tool. Endicia's Mac software is the next generation of Buyolympia Corporation's Swordfish Express 2.0, the 2004 Runner-Up for Most Innovative Mac OS X Product in the Apple Design Awards. This service needs only a Mac, an Internet connection, and a laser, inkjet, or label printer – no hardware to lease or install. The service is available at [mac.endicia.com](http://mac.endicia.com) including a free 30-day trial.

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