



PRESS RELEASE

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Paid, Inc. Integrates AuctionInc eCommerce Software with Endicia Internet Postage to Enhance Productivity, Cost Effectiveness and Convenience

WORCESTER, MA and PALO ALTO, CA, March 4 2004 – Paid, Inc. (OTCBB: PAYD) today announced an enhanced version of its AuctionInc™ aiSeller™ online auction management software featuring integration with Endicia™'s DAZzle™ online postage program. The upgraded software is available immediately. The integration with DAZzle allows online sellers to generate professional shipping labels with free delivery confirmation and “stealth” postage; update the invoice status, automatically record the tracking number and cost; and send an email notice to the customer with tracking information – ALL in as little as three mouse clicks.

“Our integration with Endicia’s online postage system will be a tremendous time and money saver for the many online auction sellers shipping via the US Postal Service (USPS),” said John Martin, VP for Paid, Inc. “We’ve made it extremely easy and cost effective for customers to utilize postage from their desktops, track shipments and incorporate the data into back-office functions such as invoicing and shipment confirmation. We’re continually adding features to our aiSeller software to enhance productivity and positively impact their bottom line.”

The capability to produce “stealth” postage is a key feature for online sellers who often purchase shipping insurance for their merchandise shipments. Customers can mistake postage fees with shipping and handling fees, which include handling, packaging and insurance fees in addition to the USPS postage amount in the postmark printed on the label. The stealth function allows sellers to hide the USPS postage amount from their shipping label. This reduces consumer complaints and lowers the customer support cost for the seller.

Sellers also save money with free or discounted Electronic Delivery Confirmation services on their shipments. AiSeller customers can take advantage of the Endicia feature that permits sellers to print free Electronic Delivery Confirmation for Priority Mail (typically \$0.45 per package), and receive a discounted rate of \$0.13 per package for Package Services and First Class parcels (typically \$0.55 per package). This is a savings of \$0.42-\$0.45 from the Delivery Confirmation cost at the Post Office.

“Our integration within aiSeller offers new opportunities for time and money savings to both our customer bases,” said Dr. Harry Whitehouse, CEO of Envelope Manager Software for Endicia. “The combination of our USPS shipping solutions with Auction Inc.’s world-class auction management tools builds a practical end-to-end sale-closing solution for auction sellers.”

The integration between AuctionInc software and DAZzle saves valuable labor time and reduces potential errors for sellers by populating labels, automated tracking and delivery confirmations and invoices with the information already provided by the customer and/or seller.

The integration of AuctionInc software with DAZzle offers these additional productivity-enhancing benefits for online auction sellers:

- print professional mailing labels in as little as five seconds with no typing
- email customers with tracking information automatically
- manage invoices automatically
- track costs automatically
- automatic address verification – helps prevent delays due to incorrect addresses
- no need to go to the post office - they'll pick up your packages instead
- supports third-party insurance use to save/make money

About Endicia Internet Postage

Endicia Internet Postage (www.endicia.com) is a service that allows users to print complete, postage-paid USPS shipping labels for domestic and international shipments. These shipping labels include discounted Delivery/Signature Confirmation, discounted private insurance, and hidden-postage amounts. Endicia needs only a PC, an Internet connection, and a laser or inkjet printer – no hardware to lease or install. The service is available at www.endicia.com including a free 30-day trial. After the free trial, users have a choice of monthly plans at \$9.95-\$15.95/month or annual plans at \$99.95-\$174.95/year. 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, and 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.

About Paid, Inc.

Paid's innovative products and services are utilized in online auction management, ecommerce and web site development and hosting. Using proprietary technology, Paid, Inc. is a respected developer of dynamic, cutting edge celebrity web sites and ecommerce storefronts that attract tens of thousands of visitors daily. Paid's AuctionInc brand auction management and shipping calculation software utilized Paid's patent-pending process technologies to streamline back-office and shipping processes for online auctions and e-commerce. Paid's Rotman Auction is an eBay

Platinum Powerseller that sells thousands of items -- primarily sports, Hollywood and Americana collectibles and memorabilia -- each week on eBay. The company also builds and maintains large database-driven portals across a broad array of industries. The Company's common stock is traded on the Nasdaq OTC Bulletin Board under the symbol PAYD. For further information, visit www.paid.com. Additional details and ordering information for AuctionInc.'s aiSeller software are available on the web site www.auctioninc.com or by calling 508-791-6710.

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This Press Release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934 that are based upon current expectations or beliefs, as well as a number of assumptions about future events, including matters related to the Company's operations. Although the Company believes that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, it can give no assurance that such expectations and assumptions will prove to have been correct. The reader is cautioned not to put undue reliance on these forward-looking statements, as these statements are subject to numerous factors and uncertainties. In addition, other factors that could cause actual results to differ materially are discussed in the Company's most recent filings, including Form 10-KSB with the Securities and Exchange Commission.

Endicia Internet Postage, DAZzle, DAZzle Designer, DAZzle Express, Envelope Manager, and AlphaMailer are trademarks of Envelope Manager Software. All other trademarks are the property of their respective owners.

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