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ENVELOPE MANAGER SOFTWARE

PRESS RELEASE

Endicia Announces PictureItPostage™ for Mac OS X version 10.4 "Tiger"
Powerful Native Mac Application for Personalized Postage

PALO ALTO, CA, June 6 2005 – Endicia™ today announced the availability of PictureItPostage™ for Mac, a customized postage solution that gives Mac customers a unique tool to personalize their postage with 46% more space for their images. Customers can turn their letters and packages into spectacular personalized works of art with PictureItPostage for Mac, which directly imports iPhoto images. 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 will be available by Friday June 10, 2005 at http://mac.endicia.com/pictureit/.

"The Mac operating system has always appealed to people who are creative and express their individuality, and personalization is the ultimate expression of that value," said Dr. Harry Whitehouse, CEO of Endicia. "The combination of our customers' endless imagination, our extensive experience in postage printing, and the power of Mac OS X and iPhoto are bound to create some of the most beautiful expressions in the mail."

"Hundreds of breakthrough features make Tiger the most advanced OS in the world," said Ron Okamoto, Apple's vice president of Worldwide Developer Relations. "We're excited to see Endicia leveraging core Tiger technologies like Spotlight, Quartz, and Core Image to include personal photos in their existing USPS postage printing solution for Mac OS X."

Creating stamps with PictureItPostage for Mac is a true Tiger experience. It seamlessly integrates with iPhoto, giving customers an easy way to create postage from any photo in their collection. Customers edit images on their Mac to zoom, crop, 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. Unlike competing services, 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 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 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.

Endicia recently 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.

About Endicia Internet Postage

Launched in 2000, Endicia (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, 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. 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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