

January 2010 USPS® Price Change

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- **USPS® Price Change Overview**
 - Rate tiers
 - Domestic
 - International
- **Q&A**
- **High Volume Shipping**
 - Commercial Plus Pricing
 - Commercial Plus Cubic Pricing
 - Negotiated Service Agreements
- **Q&A**

- **Retail Pricing**
 - The standard counter price for postage at the Post Office™.
- **Commercial Base Pricing**
 - The discounted price available to online postage users, including Endicia customers.
- **Commercial Plus Pricing**
 - Deeply discounted prices available to high volume shippers of domestic Priority Mail® and Express Mail®, including Endicia customers.



Mail Class	UPS	FedEx	U.S. Postal Service® Commercial Base
<i>Overnight</i>	4.9%	5.9%	4.5%
<i>2 - 3 Day</i>	4.9%	5.9%	2.9-4.5%
<i>Ground</i>	4.9%	Not Yet Announced	2.9-4.7%

Information based on published rate information from FedEx, UPS, and the U.S. Postal Service websites. USPS® percentages are based on Express Mail®, Priority Mail® and Parcel Select® rates.

Surcharges	Private Carrier	U.S. Postal Service®
<i>Residential Surcharge</i>	\$2.20	N/A
<i>Extended Delivery Area Surcharge</i>	\$2.75	N/A
<i>Ground Fuel Surcharge</i>	4%	N/A
<i>Address Correction</i>	\$10.00	N/A

Private carrier information based on published surcharge rates for ground service from FedEx and UPS websites as of November 2009.

Priority Mail® savings over UPS Ground

1lb Package, 8 Zones	UPS Ground	Priority Mail® Commercial Base
<i>Base Rate</i>	\$5.77	\$5.44
<i>Residential Surcharge</i>	\$2.20	\$0.00
<i>Fuel Surcharge (4%)</i>	\$0.23	\$0.00
Total	\$8.20	\$5.44

Information based on published rate information from UPS Ground service and U.S. Postal Service® websites.

Express Mail® savings over FedEx Standard Overnight

3 lb Package, 5 Zones	FedEx Standard Overnight	Express Mail Commercial Base
<i>Base Rate</i>	\$41.10	\$30.33
<i>Residential Surcharge</i>	\$2.50	\$0.00
<i>Air Fuel Surcharge (8.5%)</i>	\$3.49	\$0.00
Total	\$47.09	\$30.33

Information based on published rate information from FedEx Air service and U.S. Postal Service® websites.

💰 Commercial Base saves average 5.7% over retail!

Priority Mail [®] Change (avg.)	
<i>Retail</i>	+ 3.9%
<i>Commercial Base</i>	+ 2.9%

- One-pound price is now zone based



Priority Mail® Commercial Base Savings Over Retail

2 lb. Packages Shipped per Business Day	Savings per Month	Savings per Year
1	\$23.80	\$285.60
5	\$119	\$1,428
10	\$238	\$2,856
100	\$2,380	\$28,560

Savings over U.S. Postal Service® retail prices based on 5 business days/week, 4 weeks/month and includes \$0.65 per package for free Delivery Confirmation™ service for Priority Mail® using an approved PC Postage® vendor.

 **Commercial Base saves 5% over retail!**

Express Mail® Change (avg.)	
<i>Retail</i>	+ 4.5%
<i>Commercial Base</i>	+ 4.5%



Express Mail® Commercial Base Savings Over Retail

3 lb Packages Shipped Per Business Day	Savings Per Month	Savings Per Year
1	\$28	\$336
5	\$140	\$1,680
10	\$280	\$3,360

Savings over U.S. Postal Service® retail prices based on 5 business days/week, 4 weeks/month.

Save money on ground shipments

- Economically priced ground delivery with 2 - 8 day service
- Now available ONLY to PC Postage® users
 - No minimum volume required
 - Single pieces OK
 - Not available at retail counter
 - May be included with Carrier Pickup™
 - one Priority Mail® package required
- Weight not to exceed 35 lbs.



Parcel Select® savings over UPS Ground

5 lb Package, 2 Zones	UPS Ground	Commercial Parcel Select®
<i>Base Rate</i>	\$5.37	\$6.77
<i>Residential Surcharge</i>	\$2.20	\$0.00
<i>Fuel Surcharge (4%)</i>	\$0.21	\$0.00
Total	\$7.78	\$6.77

Information based on published rate information from UPS Ground service and U.S. Postal Service® websites.

 **Commercial Base saves 5% over retail!**

Priority Mail International® Change (avg.)	
<i>Retail</i>	+ 3.0%
<i>Commercial Base</i>	+ 3.0%



- Cuba assigned to rate group 6
- Stealth (hidden) Postage is available, but not required to get the discount

\$ Commercial Base saves 8% over retail!

Express Mail International® Change (avg.)	
<i>Retail</i>	+ 2.9%
<i>Commercial Base</i>	+ 2.9%



- Stealth (hidden) Postage is available, but not required to get the discount

Package	Retail	Commercial Base	Savings Over Retail
Priority Mail International®			
<i>6 lbs., Canada</i>	\$28.75	\$27.31	\$1.44
<i>3 lbs., France</i>	\$35.00	\$33.25	\$1.75
<i>1 lbs., Japan</i>	\$28.00	\$26.60	\$1.40
Express Mail International®			
<i>2 lbs., Mexico</i>	\$34.25	\$31.51	\$2.74

Information based on published rate information from U.S. Postal Service® website.

- USPS® is adding an Individual Country Listing for Kosovo
- Country group assignments correspond to those for Serbia
- Assigned to rate group 5 for Priority Mail International®



2010 Average Retail Increases

Mail Class	Avg. Retail Increase
<i>Priority Mail</i> ®	+3.3%
<i>Express Mail</i> ®	+4.5%
<i>Priority Mail International</i> ®	+3.0%
<i>Express Mail International</i> ®	+2.9%
<i>Global Express Guaranteed</i> ®	+4.1%

Endicia Saves Money Over Retail

Mail Class	You Save
<i>Priority Mail</i> ®	Average of 5.7%
<i>Express Mail</i> ®	Average of 5%
<i>Priority Mail International</i> ®	5%
<i>Express Mail International</i> ®	8%
<i>Global Express Guaranteed</i> ®	10%

Endicia Saves Money Over Retail

Extra Services	You Save
<i>Endicia Parcel Insurance</i>	Up to 66.7% over USPS® insurance
<i>Delivery Confirmation™ service</i>	\$0.70 (for Priority Mail®) \$0.61 (Other Classes) per package
<i>Signature Confirmation™ service</i>	\$0.40 per package

- Endicia software will automatically update with the new prices. After the update, any pieces postmarked January 4, 2010 or later will use the new prices.
- As part of any Endicia service plan, your software is automatically updated with any changes, at no additional cost.
- Prices for First-Class Mail®, Standard Mail®, Parcel Post® and other market dominant mailing services will not change in 2010.

If you haven't done so already, please take this time to submit questions to our speakers using the Q&A chat window on your console.

This presentation is available for download at:
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- 800-576-3279
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 - Sales - Ext 140
 - 7am-5pm Pacific Time

■ Email

- Support@endicia.com
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■ Web

- www.endicia.com/pricechange
- www.usps.com/prices

■ Social Media

- www.twitter.com/endicia
- www.facebook.com/dymo.endicia



High Volume Shipping

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- **Commercial Plus Pricing**
 - Priority Mail®
 - Half pound price
 - Flat rate padded envelope
 - Express Mail®
- **Commercial Plus Cubic Pricing**
- **Negotiated Service Agreements**

Mail Class	UPS	FedEx	U.S. Postal Service® Commercial Plus
<i>Overnight</i>	4.9%	5.9%	4.4%
<i>2 - 3 Day</i>	4.9%	5.9%	0.9-4.4%
<i>Ground</i>	4.9%	Not Yet Announced	0.9%

Information based on published rate information from FedEx, UPS, and U.S. Postal Service® websites. USPS® percentages are based on Express Mail® and Priority Mail® rates.

Commercial Plus saves avg. 7.7% over retail!

Priority Mail® CPP Change (avg.)	
<i>Retail</i>	+ 3.9%
<i>Commercial Plus</i>	+ 0.9%

- Qualification
 - 100,000 domestic Priority Mail® pieces during the prior calendar year
 - OR 600 Priority Mail™ Open and Distribute containers in the prior calendar year
 - OR Customer Commitment agreement with the USPS®
 - OR Member of USPS® Approved Shipper program

- **Half pound price**
 - Starting at \$4.22
 - Customers shipping smaller, lightweight packages save even more
 - Save \$0.55/package on average over 1lb. rate
 - No special packaging required
- **Flat rate padded envelope priced at \$4.95**
 - Measures 9.5" x 12.5"
 - Designed for jewelry, electronics & other delicate goods

Commercial Plus saves avg. 14.6% over retail!

Express Mail® CPP Change (avg.)	
<i>Retail</i>	+ 4.5%
<i>Commercial Plus</i>	+ 4.4%

- Qualification
 - 6,000 domestic Express Mail® pieces during the prior 4 quarters
 - OR Customer Commitment agreement with the USPS®
 - OR Member of USPS® Approved Shipper program



- **Customers who ship more than 250,000 Priority Mail® pieces annually**
 - For small dense, space-efficient packages
 - Weighing less than 20 lbs.
 - No larger than ½ cubic foot in volume

Package	Cubic Volume
5-3/8" x 8-5/8" x 1-5/8"	.10
11" x 8.5" x 5.5"	.40
12" x 12" x 5-1/2"	.50



- Customized rates agreed upon between very high volume shippers and the USPS®
- Endicia supports anyone with an NSA
- Contact your Postal Service™ rep to learn more



Volume incentive highlights:

- ½ pound price for CPP Priority Mail®
- Flat rate padded envelope for CPP Priority Mail®
- Commercial Plus Cubic pricing
- Negotiated Service Agreements

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January 2010 USPS® Price Change Webinar Appendix

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Package	Retail 2010	Commercial Base 2010	Savings Over Retail
6 lbs., 4 zones	\$11.00	\$9.86	You Save \$1.14!
Flat Rate Envelope	\$4.90	\$4.75	You Save \$0.15!
Small Flat Rate Box	\$4.95	\$4.85	You Save \$0.10!
Medium Flat Rate Box	\$10.70	\$10.20	You Save \$0.50!
Large Flat Rate Box	\$14.50	\$13.95	You Save \$0.55!
Large APO/FPO Box	\$12.50	\$11.95	You Save \$0.55!

Information based on published rate information from U.S. Postal Service[®] website.

Package	Retail 2010	Commercial Base 2010	Savings Over Retail
1 lb., 8 zones	\$26.30	\$24.97	You save \$1.33!
3 lbs., 4 zones	\$31.20	\$29.64	You save \$1.56!
Flat Rate Envelope	\$18.30	\$17.40	You save \$0.90!

Information based on published rate information from U.S. Postal Service® website.

Package	Retail 2010	Commercial Plus 2010	Savings Over Retail
6 lbs., 4 zones	\$11.00	\$9.77	You Save \$1.23!
Flat Rate Envelope	\$4.90	\$4.70	You Save \$0.20!
Small Flat Rate Box	\$4.95	\$4.80	You Save \$0.15!
Medium Flat Rate Box	\$10.70	\$9.77	You Save \$0.93!
Large Flat Rate Box	\$14.50	\$13.40	You Save \$1.10!
Large APO/FPO Box	\$12.50	\$11.40	You Save \$1.10!

Information based on published rate information from U.S. Postal Service® website.

Package	Retail 2010	Commercial Plus 2010	Savings Over Retail
1 lb., 8 zones	\$26.30	\$22.47	You save \$3.83!
3 lbs., 4 zones	\$31.20	\$26.67	You save \$4.53!
Flat Rate Envelope	\$18.30	\$14.96	You save \$3.34!

Information based on published rate information from U.S. Postal Service® website.

New three-tiered pricing structure

Endicia Plan	Domestic		International	
	Tracked	Non-Tracked	Tracked	Non-Tracked
Standard	\$1.15	\$1.35	\$1.90	\$2.15
Premium/Mac	\$0.80	\$1.00	\$1.40	\$1.65
Professional/ Platinum Shipper/ Label Server	\$0.75	\$0.95	\$1.35	\$1.60

Competitive rates compared to USPS® insurance

Insurance Rate Comparison	Post Office™ Rate	Endicia Rates		
		Standard	Premium & Mac	Professional & higher
Domestic item \$100 value	\$2.25	\$1.15	\$0.80	\$0.75
Insurance Usage Volume	Annual Endicia Savings			
1 package/wk	-	\$57.20	\$75.40	\$78.00
5 packages/wk	-	\$286.00	\$377.00	\$390.00
25 packages/wk	-	\$1,430.00	\$1,885.00	\$1,950.00

Information based on published rate information from U.S. Postal Service® website.

- **Newly covered countries:**

Algeria	India	Rwanda
Bangladesh	Indonesia	Senegal
Barbados	Jordan	Seychelles
Brazil	Kenya	Sierra Leone
Burundi	Libya	Slovenia
Cambodia	Malaysia	Solomon Islands
Cameroon	Mali	Tanzania
Cape Verde	Mauritania	Togo
Central African Republic	Mexico	Tunisia
Chad	Morocco	Uganda
Djibouti	Myanmar	Yemen
Dominican Republic	Oman	
Ecuador	Pakistan	
Ethiopia	Papua/New Guinea	
Gabon	Poland	
Guinea	Romania	

About Endicia

With over 25 years of experience in the postal industry and over \$4 billion in postage printed, Endicia is the leading Internet Postage service provider. Integrated into more than 90 applications, Endicia's PC and Mac solutions allow users to print postage and shipping labels for all domestic and International mail classes that can be purchased at the Post Office™ retail counter. Endicia's functionality includes discounted Delivery Confirmation™ and Signature Confirmation™, discounted Parcel Insurance made available by Endicia, Stealth Postage™ and pre-filled customs forms. Endicia's PictureItPostage™ service allows businesses and individuals to print customized postage with their logos, images, or pictures. In 1989, the company received the first annual U.S. Postal Service Quality Supplier Award, the Industry Star Award in 2004, and the U.S. Postal Service Corporate Business Achievement Award for Outstanding Performance in 2008. For more information, visit www.endicia.com.

U.S. Postal Service®, USPS®, First-Class Mail®, Priority Mail®, Express Mail®, Express Mail International®, Priority Mail International®, Post Office™, PC Postage®, Parcel Post®, Global Express Guaranteed®, Standard Mail®, Parcel Select®, Postal Service™, Carrier Pickup™, Priority Mail™ Open and Distribute, Delivery Confirmation™, Signature Confirmation™ and the trade dress of the Express Mail® Flat Rate Boxes are among the many trademarks of the United States Postal Service. All other trademarks are property of their respective owners.