

DYMO

Endicia

Making the Most of New Offerings from the USPS®



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www.endicia.com

Agenda

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- Changes for Commercial Rates
- New Service and Packaging Options
- Parcel Select[®] Service and Parcel Post[®] Service Pricing
- New Critical Mail[™] Service for Commercial Plus
- Q&A

Changes for Commercial Rates



Pricing Definitions

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

P	US POSTAGE AND FEES PAID * SAMPLE * Mailed from ZIP 94301 1 lb Priority Mail Rate Local Commercial Plus Pricing
	 VOID - DO NOT MAIL endicia.com 071V00587476
USPS PRIORITY MAIL®	
DYMO ENDICIA SALES 385 SHERMAN AVE. PALO ALTO, CA 94306-1864	0006
SHIP TO:	Endicia Refunds Endicia Internet Postage 247 High St Palo Alto, CA 94301-1099
ZIP - USPS DELIVERY CONFIRMATION	
	
9405 5102 0079 3000 0135 26	
CERTIFY TEST ONLY - DO NOT MAIL	

Commercial Plus™ Minimums Lowered



Mail Class	2010 Threshold (pieces annually*)	2011 Threshold (pieces annually*)
Express Mail®	6,000	5,000
Priority Mail® <i>(including letters, flats, packages, & Padded Flat Rate Envelope)</i>	100,000	75,000
Priority Mail Letters and Flats <i>(excludes Padded Flat Rate Envelope but includes Critical Mail)</i>	100,000	5,000

*Except for Express Mail which is based on prior 4 quarters

Potential Savings

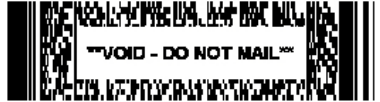


2011 Commercial Rate Savings

Mail Class	Commercial Base Savings Over Retail	Commercial Plus Savings Over Retail
<i>Priority Mail</i> [®]	6.6%	13.6%
<i>Express Mail</i> [®]	5%	24%

P

US POSTAGE AND FEES PAID
 * SAMPLE * Mailed from ZIP 94301
 1 lb Priority Mail Rate Local
 Commercial Plus Pricing



endicia.com 071V00587476


USPS PRIORITY MAIL[®]

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CERTIFY TEST ONLY - DO NOT MAIL

Priority Mail[®] Savings Over Retail

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Priority Mail Commercial Base[™] Savings Over Retail

Number of 2 lb. Packages Shipped per Business Day	Savings per Month	Savings per Year
1	\$25.80	\$309.60
5	\$129.00	\$1,548.00
10	\$258.00	\$3,096.00
100	\$2,580.00	\$30,960.00

Savings based on zone averaged pricing

Savings over U.S. Postal Service[®] retail prices based on 5 business days/week, 4 weeks/month and includes \$0.70 per package for free Delivery Confirmation[™] service for Priority Mail[®] using an approved PC Postage[®] vendor.

Contact your Postal Sales Representative:

- Learn how recent changes affect your shipping costs.
- Estimate what changes you can make to your shipping mix to improve your bottom line.

Not sure who your representative is?

1-800-275-8777 or shippingservices@usps.gov

New Service and Packaging Options



NEW Priority Mail Regional Rate Boxes

- Only available to Commercial Base™ and Commercial Plus™ customers, not retail counter
- Zone pricing, not weight based
- U.S. Postal Service® provided packaging only
- Available for order online at usps.com/shop



NEW Priority Mail Regional Rate Boxes

Box A		Box B	
15 lbs. maximum		20 lbs. maximum	
Side Loading	13 ¹ / ₁₆ " x 11 ¹ / ₁₆ " x 2 ¹ / ₂ "	Side Loading	16 ¹ / ₄ " x 14 ¹ / ₂ " x 3"
Top Loading	10 ¹ / ₈ " x 7 ¹ / ₈ " x 5"	Top Loading	12 ¹ / ₄ " x 10 ¹ / ₂ " x 5 ¹ / ₂ "

Boxes exceeding maximum weight limits will be charged based on weight and zone.

Compared to Priority Mail Pricing

Regional Rate Box Pricing							
Box or Weight	Zone 1&2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
A	\$4.97	\$5.08	\$5.58	\$7.15	\$7.83	\$8.36	\$9.37
B	\$5.81	\$6.88	\$8.06	\$10.51	\$12.29	\$13.12	\$14.62
1 lb.	\$4.80	\$4.90	\$5.05	\$5.19	\$5.34	\$5.49	\$5.83
2 lb.	\$4.97	\$5.08	\$5.58	\$7.15	\$7.83	\$8.36	\$9.37
3 lb.	\$5.16	\$5.96	\$7.03	\$8.47	\$9.68	\$10.44	\$12.14
4 lb.	\$5.81	\$6.88	\$8.06	\$10.51	\$12.29	\$13.12	\$14.62
5 lb.	\$6.81	\$7.98	\$9.18	\$12.18	\$14.05	\$15.09	\$16.93
10 lb.	\$9.80	\$12.24	\$14.71	\$20.17	\$22.48	\$25.44	\$29.57

Take away:

- More than 2 and less than 15lbs. = Use Regional Rate Box A
- More than 4 and less than 20lbs. = Use Regional Rate Box B

Compared to Flat Rate Options:

Regional Rate Box Pricing							
Box or Weight	Zones 1&2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
A	\$4.97	\$5.08	\$5.58	\$7.15	\$7.83	\$8.36	\$9.37
B	\$5.81	\$6.88	\$8.06	\$10.51	\$12.29	\$13.12	\$14.62
Medium FRB	\$10.50	\$10.50	\$10.50	\$10.50	\$10.50	\$10.50	\$10.50
Large FRB	\$14.20	\$14.20	\$14.20	\$14.20	\$14.20	\$14.20	\$14.20

Take away:

- Less than 15lbs. = Use Regional Rate Box A
- Less than 20lbs. and up to Zone 7 = Use Regional Rate Box B

Example of Savings

Package	Priority 5 lb. Rate	Regional Rate Box A	Savings
5 lb., 8 zones	\$16.93	\$9.37	You save \$7.56!

Priority Mail Padded Flat Rate Envelope

- Retail & Commercial Base™ - \$4.95
- Size: 12 ½" x 9 ½"
- Available for order online at usps.com/shop
- Free packaging vs. \$32 - \$37/ 100*



*Based on price average of several packaging store sites

Priority Mail® Innovations

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Priority Mail Legal Flat Rate Envelope

- Retail & Commercial Base - \$4.95
- Size: 15" x 9 ½"
- Available for order online at usps.com/shop



- **Envelopes Smaller Than 12.5" x 9.5" Now Flat Rate**
 - Any domestic USPS produced envelope smaller than 12.5" x 9.5" qualifies for Flat Rate Envelope price
 - Such as: gift card, window, & small cardboard envelopes



Demo: Comparing Prices

Postage Options [X]

Signature Confirmation	Certified Mail	Return Receipt	
Restricted Delivery	Insured Mail	Hold For Pickup	
Registered Mail	Collect on Delivery (COD)		
Rate	Premium Service Options	Endicia	Delivery Confirmation

Rates (effective January 2, 2011)

Amount: N/A No Zone

Type:

Class:

Weight (up to, but not over):

Non-machinable

Use oversized rate

■ Hold For Pickup

- Available for the following mail classes:
 - Express Mail
 - Priority Mail
 - First Class Mail Parcel
 - Parcel Select
- Automatic email and text notifications added for both sender and recipient of package
- At least one of the following services must be used: Insured Mail (for at least \$200), Delivery Confirmation™, Signature Confirmation

Changes to Parcel Select[®] Service and Parcel Post[®] Service Pricing



Parcel Select[®] and Parcel Post[®]



Current Pricing

Service	Lb.	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Parcel Select	1	\$5.07	\$5.12	\$5.22	\$5.27	\$5.32	\$5.38	\$5.46
	5	\$7.39	\$8.71	\$9.62	\$10.53	\$11.44	\$12.35	\$13.25
	10	\$10.32	\$11.79	\$12.72	\$13.65	\$14.58	\$15.50	\$17.40
Parcel Post	1	\$4.90	\$4.90	\$4.90	\$4.90	\$4.90	\$4.90	\$4.90
	5	\$6.80	\$8.10	\$9.02	\$10.05	\$10.78	\$11.37	\$12.34
	10	\$9.18	\$11.03	\$11.61	\$12.92	\$14.16	\$15.21	\$16.77

Parcel Select[®] and Parcel Post[®]



Proposed Pricing For April 17 Price Change

Service	Lb.	Zones 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Parcel Select	1	\$5.07	\$5.12	\$5.22	\$5.27	\$5.32	\$5.38	\$5.46
	5	\$7.39	\$8.71	\$9.62	\$10.53	\$11.44	\$12.35	\$13.25
	10	\$10.32	\$11.79	\$12.72	\$13.65	\$14.58	\$15.50	\$17.40
Parcel Post	1	\$5.10	\$5.15	\$5.25	\$5.30	\$5.34	\$5.38	\$5.41
	5	\$7.23	\$8.28	\$9.02	\$10.12	\$10.82	\$11.39	\$12.29
	10	\$9.18	\$11.03	\$11.61	\$12.92	\$14.16	\$15.21	\$16.77

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New Critical Mail™ Service for Commercial Plus



Priority Mail[®] Changes

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Critical Mail[™]

- Must meet 5,000 piece annual volume threshold AND have customer commitment agreement
- U.S. Postal Service[®] packaging only, available for order online at usps.com/shop to authorized customers only
- Travels in First-Class Mail[®] stream
- No charge for Delivery Confirmation[™] Service



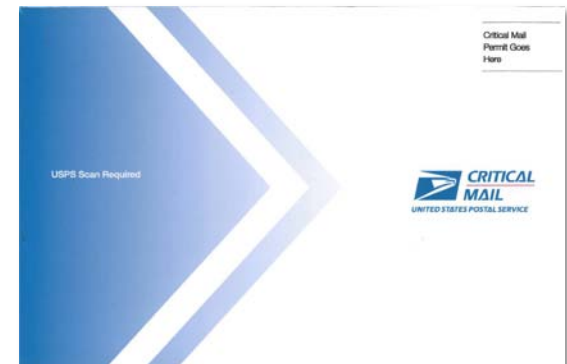
Priority Mail[®] Changes

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Critical Mail[™]

Critical Mail Pricing			
Size	Max. Thickness	Max. Weight	All Zones
Critical Mail Letters	1/4"	3 oz.	\$3.50
Critical Mail Flats	3/4"	13 oz.	\$4.25



Compared to Commercial Plus Pricing:

- Priority Mail Flat Rate Envelope \$4.70
- Express Mail Flat Rate Envelope \$12.72

Question & Answer Session

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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 will be available for download at:
<http://www.endicia.com/Support/Webinars>

Contact Us

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 - www.facebook.com/dymo.endicia



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Thank you!

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