



Endicia®
Postage Technologies

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DYMO ENDICIA TO PROVIDE ETSY SELLERS WITH A FULLY INTEGRATED SHIPPING SOLUTION

Partnership provides package tracking, discounted insurance and overall savings for Etsy sellers

PALO ALTO, Calif., November 15, 2012 – [DYMO™ Endicia®](#), the leading provider of shipping and mailing postage technology, today announced that Etsy, an online marketplace where shoppers can buy directly from independent makers and collectors, now offers U.S. Postal Service® shipping solutions using Endicia's technologies. This advances Endicia and Etsy's continued commitment to improving efficiency and convenience for e-commerce sellers by offering them a fully integrated shipping experience.

After incorporating Endicia's shipping software into its platform, Etsy is now providing U.S.-based sellers with the ability to manage and print USPS® labels for domestic and international orders directly from Etsy's marketplace. This streamlines the fulfillment process and eliminates the need to copy and paste shipping or tracking information outside of the Etsy platform. The solution also allows sellers to take advantage of discounted parcel insurance and money-saving options from USPS, such as Priority Mail Flat Rate® Boxes, as well as package tracking.

"Endicia software exists to make e-commerce shipping easier, so our partners and customers can focus on growing their businesses," said Amine Khechfe, general manager and co-founder of Endicia. "Ensuring that sellers are able to quickly ship products is a critical part of the Etsy marketplace cycle. The integration provides hundreds of thousands of Etsy users an efficient and cost effective shipping solution."

"Leveraging Endicia's technology enabled us to integrate shipping labels," said Eric Stephens, product manager for Seller Tools at Etsy. "By implementing the USPS shipping label feature, we're simplifying the shipping process and saving sellers time and money."

About DYMO Endicia

DYMO Endicia, a Newell Rubbermaid brand, provides customizable, easy-to-use and affordable shipping and mailing software solutions. With more than 25 years of postal industry experience, DYMO Endicia is the leading provider of postage technology solutions with more than \$8 billion in postage printed and 170 integrated partners. For more information on DYMO Endicia products and services, visit www.dymoendicia.com. Follow DYMO Endicia on Twitter at @DYMO_Endicia.

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