

# Millions in New Savings

Endicia Customers Save Over \$2 Million in First 2 Weeks of New USPS Rates

Endicia  
247 High St  
Palo Alto, CA 94301  
800.576.3279 x140  
sales@endicia.com  
www.endicia.com

## Press Release

**PALO ALTO, California, June 29, 2007**

In just two weeks after the new postage rates went into effect on May 14, Endicia's customers saved over \$2 Million on their shipping expenses with electronic Delivery Confirmation™ and Signature Confirmation™ fees, discounted insurance rates, and the new online International Mail discounts. Compared with the retail counterparts of these services, Endicia Internet Postage customers enjoy savings of \$0.57-0.65 per package on electronic Delivery Confirmation, \$0.35 per package on electronic Signature Confirmation, up to 63% on Endicia Insurance, 5% on Priority Mail® International, and 8% on Express Mail International®. These savings are over and above the savings Endicia customers gain by taking advantage of the USPS' low rates and avoiding the hidden accessorial charges of private carriers, to say nothing of the time savings realized by using Endicia's workflow integrated shipping solutions.

"Shipping rate increases are an unfortunate reality for many online sellers and transportation managers," said Endicia president, Harry Whitehouse. "However, we are happy we can offer our customers effective new ways to save on their fulfillment costs."

Although postal rates increased, postal shipping maintains its price advantage over private carriers in most cases. For example: Priority Mail is still a great deal for light residential packages; First-Class Mail® parcels are priced well below the minimum 1lb rate of private carriers; and the discounts and flat rate options for International Mail are helping Endicia users rein in costs. For more information on the rate change, visit [www.endicia.com/newsletter](http://www.endicia.com/newsletter), and see the Special Rate Case Issue.

### About Endicia

Endicia is the leading provider of Internet Postage, with over \$1 billion of postage printed, 40 integrated partners, and 25 years of experience in the postal industry. Endicia's PC and Mac applications allow users to print postage and shipping labels for all mail classes, domestic and international. Endicia's shipping functionality includes discounted Delivery Confirmation or Signature Confirmation, discounted insurance, hidden postage amounts, and pre-filled customs forms. Endicia's APIs allow developers to integrate postage printing into a variety of applications, including web-based services. Endicia's PictureItPostage service allows businesses and individuals

Endicia, Endicia Standard, Endicia Premium, Endicia Professional, Endicia Platinum, Platinum Shipper, Endicia for Mac, Endicia Enterprise, Label Server, InstaPostage, Stealth Postage, PictureItPostage, PictureItPostage for Mac, Endicia Internet Postage, DAZZle, and their respective logos are trademarks of Endicia. All other trademarks are the property of their owners.

**endicia™**

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, and in 2004, the Industry Star Award.

###

## **Contact**

Deb Moskyok

Endicia

650-321-2640 x146

[deb@endicia.com](mailto:deb@endicia.com)