

# Every Bit Helps In Tough Times For Businesses

Endicia® Customers Some of the First  
to Receive USPS® Volume Rebates

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## Press Release

**PALO ALTO, California, November 4, 2008**

In May the U.S. Postal Service (USPS) announced it was implementing quarterly Express Mail volume rebate incentives beginning in Q3 2008. At the end of third quarter, Endicia was one of the first online postage providers to compile and send Express Mail shipping information to the USPS, ensuring Endicia users would be able to reap the rewards of the USPS rebates. Now, qualifying Endicia customers are getting back hundreds of dollars from the USPS for their July 1 to Sept 30 Express Mail shipments.

The first of these rebates was issued the week of October 20 to the Endicia customers who qualified. This rebate is in addition to the automatic three percent online commercial pricing discount for Express Mail offered by USPS.

“We appreciate that the Post Office is rewarding and recognizing its larger customers for the volume of items they are sending by giving this rebate,” Danielle Tinsley, owner, [www.greatglam.com](http://www.greatglam.com), Tallahassee, Fla. “We have been approached by other delivery services who want us to switch to them for mailing our shipments, but this program encourages us to stay with the USPS.”

Endicia customers who qualified received an email notifying them of their rebate amount, along with the total amount of Express Mail postage they purchased in Q3 and the number of Express Mail packages sent.

“As part of our commitment to making the customer experience as seamless as possible, our users did not have to do anything special to receive the rebate,” said Harry Whitehouse, chief development officer for Endicia. “Endicia and the U.S. Postal Service processed the Q3 data and rebates automatically. The rebate is added to the customer’s Endicia postage account balance.”

Volume levels and associated incentives are as follows:

Minimum Quarterly Express Mail Volume	Quarterly Rebate
125 packages	2%
438 packages	4.5%
938 packages	7%

*Minimum volume and quarterly rebate data from [www.usps.com](http://www.usps.com) as of May 2008.*

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™**

Endicia is ideal for online sellers, fulfillment providers, and retailers with lightweight shipping needs--for instance, eBay sellers, jewelry dealers and resellers, clothing retailers, toy retailers and more.

**Endicia®** offers the following services:

**Endicia® Premium:**

- Stealth Postage™ protects shipping and handling margins by printing the postage barcode without displaying the actual postage amount paid for the package
- Savings on parcel insurance made available by Endicia offered at a lower cost than the United States Postal Service retail prices, customers save up to 63 percent
- Pre-filled customs forms
- Customizable shipment notification e-mails

**Endicia® Professional:**

- All Premium features, plus
- Bulk acceptance scans for packages
- Retrieve shipment information from order database
- Stage lists for batch printing
- Variable weight and mail class list support

**Platinum Shipper™ :**

- All Premium features, plus
- Price shop USPS versus private carrier
- Save on address correction fees
- Bulk acceptance scans
- Avoid residential and rural address surcharges

Endicia's PC and Mac applications allow users to print postage and shipping labels for all mail classes that can be purchased at the Post Office retail counter, domestic and international. Endicia's shipping functionality includes discounted Delivery and Signature Confirmation™, discounted parcel insurance made available by Endicia, Stealth Postage™ and pre-filled customs forms.

Endicia's Application Programming Interfaces allow developers to integrate postage printing into a variety of applications, including web-based services. 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, in 2004, the Industry Star Award, and in 2008, the USPS Corporate Business Achievement Award for Outstanding Performance. For more information, visit [www.endicia.com](http://www.endicia.com).

**About Newell Rubbermaid Technology**

In a world that demands greater productivity and measures it at every opportunity, Newell Rubbermaid's global technology solutions provide businesses, educational institutions, and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction. Our global technology brands are organized into four platforms:

- The Specialty Printing and Labeling Platform is comprised of DYMO® labeling, postage printing and CD/DVD printing solutions ([www.dymo.com](http://www.dymo.com)).

*U.S. Postal Service®, USPS®, First-Class Mail®, Priority Mail®, Express Mail®, Global Express Guaranteed®, Express Mail International® are registered trademarks; and Delivery Confirmation™ and Signature Confirmation™ are trademarks of the U.S. Postal Service.*

- The Analog to Digital Platform is comprised of CardScan® business card scanners and contact management software featuring CardScan At Your Service™ ([www.cardscan.com](http://www.cardscan.com)), and DYMO File™ software that turns paper documents into digital files ([www.dymofile.com](http://www.dymofile.com)).
- The Internet Postage Platform is comprised of Endicia® online shipping and mailing solutions, ([www.endicia.com](http://www.endicia.com)) as well as its customized postage solutions ([www.pictureitpostage.com](http://www.pictureitpostage.com)).
- The Classroom Technology Platform is comprised of mimio® interactive whiteboards and digital ink recorders ([www.mimio.com](http://www.mimio.com)).

These global technology brands complement the growing family of leading Newell Rubbermaid brands including Calphalon®, EXPO®, Goody®, Graco®, Irwin®, Lenox®, Paper Mate®, Parker®, Rolodex®, Rubbermaid®, Sharpie® and Waterman®.

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