



Endicia®

SAME COMPANY, NEW NAME: INTRODUCING DYMO™ ENDICIA®

Company Marks more than 25 Years in the Postage Industry with Rebranding

PALO ALTO, Calif., April 11, 2010 – Endicia, the leader in Internet postage with more than \$4 billion in postage printed, today announced a re-brand. Endicia is now DYMO Endicia.

DYMO Endicia unveiled the new branding at the 2010 National Postal Forum (NPF) show held in Nashville April 11-14. DYMO Endicia is exhibiting its array of solutions to more than 5,000 shipping and mailing professionals. NPF is the foremost educational tradeshow and networking event for postal industry members and customers.

Endicia was formed more than 25 years ago as a technology consulting company, and launched its Internet postage business in 2000. Since then, it has been at the forefront of Internet shipping and mailing technology innovations, including being the first provider to print shipping labels with postage, offer Stealth Postage, automate International Customs forms and correct addresses over the Internet, among other features. In 2004, Endicia was the first to offer Mac users a complete shipping solution for [printing postage online](#) from their desktop, in 2005, the first to introduce a complete web service for printing postage-paid shipping labels and in 2006, the first to introduce a no-monthly fee mailing solution under the DYMO brand.

“Our new branding is a symbolic step, as DYMO Endicia continues to evolve as the leading Internet shipping and mailing software provider,” said Amine Khechfe, general manager for DYMO Endicia. “While the company isn’t changing, the new name further showcases the integral role we play within the DYMO family of solutions. These products and services provide businesses, educational institutions and consumers with innovative and easy ways to share, manage and organize information.”

Free Shipping from NPF

During the NPF show, DYMO Endicia is offering all attendees free shipping of one flat rate box of materials from the show back to their offices. Visit Booth # 716 to experience first-hand how [DYMO Endicia's Internet postage solutions](#) really work – and to make use of this free offer. For more information on DYMO Endicia [shipping and mailing solutions](#), visit www.endicia.com. Follow DYMO Endicia on Twitter @endicia.

About Newell Rubbermaid™ Global Business and Technology Solutions

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 solutions:

- DYMO® Labeling Solutions are comprised of Dymo hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools (www.dymo.com).

- DYMO™ CardScan® Contact Management Solutions are comprised of CardScan business card scanners and contact management software featuring CardScan At Your Service™ (www.cardscan.com), and DYMO File® software for document scanning into digital files (www.dymofile.com).
- DYMO™ Endicia® Internet Postage Solutions are comprised of Endicia online shipping and mailing services (www.endicia.com) as well as customized postage (www.pictureitpostage.com).
- mimio® Interactive Teaching Solutions are comprised of mimio interactive whiteboard technology, digital ink recorders and accessories (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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