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Endicia Announces PictureItPostage™ Featuring Larger Image Size & More Personalization

PALO ALTO, CA, June 6 2005 – Endicia™ today announced the availability of PictureItPostage™, a customized postage solution that gives customers 46% more space for their images and more personalization options. Customers can turn their letters and packages into spectacular personalized works of art with PictureItPostage. Whether it's a color photograph of the happy couple for the wedding invitation, or a snap-shot of the family for the Christmas card, PictureItPostage lets customers decide what goes on their stamps. Customers can upload their images and order their stamps immediately at www.PictureItPostage.com.

“Individuality is prized in our culture, and personalization is the ultimate expression of that value,” said Dr. Harry Whitehouse, CEO of Endicia. “The combination of our customers’ endless imagination and our extensive experience in postage printing and regulations, is bound to create some of the most beautiful expressions in the mail.”

Creating stamps with PictureItPostage is simple. The customer uploads an image to the web-site and uses a simple interface to select the orientation of the image, choose the denomination of postage, crop the image, and pick the stamp colors. The new stamps, printed 20 to sheet, are shipped to the customer within 10 business days. Unlike competing services, PictureItPostage allows the customer to choose between portrait and landscape orientations for their stamps, and provides 46% more area for the customer’s image. Featuring an elegant serration design on all four sides of the stamp, and allowing customers to pick any color from their image as the background color, PictureItPostage stamps are the ultimate in personalization.

Endicia recently received authorization from the U.S. Postal Service® to begin a one year market test of PictureItPostage starting on June 2, 2005. Content guidelines to meet the requirements of this test are posted in the Terms and Conditions at www.PictureItPostage.com.

About Endicia Internet Postage

Launched in 2000, Endicia (www.endicia.com) is a leading Internet Postage service that allows users to print complete, postage-paid envelopes and labels for domestic and international mail. Endicia’s shipping labels include discounted Delivery/Signature Confirmation, discounted private

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insurance and hidden-postage amounts. Endicia needs only a PC, an Internet connection, and a laser or inkjet printer – no hardware to lease or install. The service is available at www.endicia.com including a free 30-day trial. Endicia is offered by Envelope Manager Software, a leader in desktop mail software, with over 20 years of experience in the postal industry. The company's founders have supported essential elements of the U.S. Postal Service's nationwide automation effort. In 1989, they received the first annual U.S. Postal Service Quality Supplier Award; in 1993, Envelope Manager became the standard software for address hygiene and bar-coding at the U.S. Postal Service; and in 2004, Endicia received the U.S. Postal Service Industry Star Award.

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PictureItPostage, Endicia Internet Postage, Endicia Premium, Endicia Professional, Platinum Shipper, DAZzle, DAZzle Designer, DAZzle Express, Envelope Manager, and AlphaMailer are trademarks of Envelope Manager Software. All other trademarks are the property of their respective owners.

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