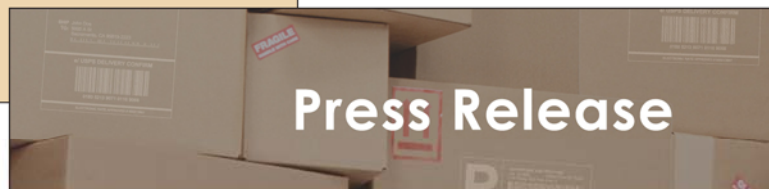


Endicia Makes Shipping Even More Convenient by Offering Free U.S. Postal Service® Supplies

Leading Internet Postage Provider Offers Free USPS® Supplies Online to Create 'One-Stop-Shipping-Shop' for Customers

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PALO ALTO, California, September 9, 2009



Endicia, the leader in Internet Postage with nearly \$4B in postage printed, is taking its long-standing valued relationship with the U.S. Postal Service® to a new level. An approved licensed vendor of the USPS®, Endicia is now offering free USPS supplies direct from www.Endicia.com/store. This new feature, which launched July 13th, makes Endicia® an even more convenient way to do business and handle shipping needs.

Endicia has provided customers with services that give them seamless USPS shipping online and at their fingertips. The addition of free USPS supplies to the Endicia store further streamlines the user experience by housing the materials businesses need for shipping in one place, so they can efficiently order them with fewer steps in the process. USPS shipping supplies ordered online at Endicia arrive via Parcel Post® in one to two weeks, at no cost to the customer, saving valuable time and money.

“Our partnership with the U.S. Postal Service is one of the things we at Endicia value most,” said Amine Khechfe, general manager for Endicia. “The addition of free USPS supplies on our website gives our customers an enriched user experience and another added value from Endicia.”

Endicia provides options that meet every company’s needs, depending on its shipping or mailing volume. Endicia service plans include: Endicia Standard™ (\$9.95/month), Endicia Premium™ (\$15.95/month), Endicia Professional™ (\$34.95/month or complimentary for qualifying high-volume shippers), and Platinum Shipper™ (\$99.95/month through authorized dealers). Also available from Endicia are DYMO® Printable Postage and DYMO Stamps®, no-monthly fee solutions for PC or Mac. Endicia also offers the industry’s first 100% web services solution known as the Endicia Label Server™. The new USPS supplies feature will offer the following:

- Express Mail® Flat Rate Envelope
- Priority Mail® Box – three sizes (7”x7”x6”, 12”x12”x8”, 12-1/8”x2-3/4”x13-3/8”)
- Priority Mail Flat Rate Envelope
- Priority Mail Large Flat Rate Box
- Priority Mail Medium Flat Rate Box – two sizes (11”x8-1/2”x5-1/2”, 11-7/8”x3-3/8”x13-5/8”)
- Priority Mail Shoe Box
- Priority Mail Small Flat Rate Box

USPS supplies may be found at www.endicia.com/store.

About Endicia

With over 25 years of experience in the postal industry and nearly \$4 billion in postage printed, Endicia is the leading Internet Postage service provider. Endicia lets users print postage with just a computer, printer, and an

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®

Internet connection. Integrated into more than 80 applications, Endicia's PC and Mac applications allow users to print postage and shipping labels for all domestic and International mail classes that can be purchased at the Post Office™ retail counter. Endicia's functionality includes discounted Delivery Confirmation™ and Signature Confirmation™ service, discounted Endicia Parcel Insurance, Stealth Postage™ and pre-filled customs forms. Endicia's PictureItPostage™ service allows businesses and individuals to print customized postage with their logos, images, or pictures. In 2009, La Poste, the French Postal Service, chose Endicia for its experience in the market, to launch MonTimbrenLigne, allowing small office/home office users to design and print custom postage at no extra cost. In 1989, the company received the first annual U.S. Postal Service® Quality Supplier Award, the Industry Star Award in 2004, and the U.S. Postal Service Corporate Business Achievement Award for Outstanding Performance in 2008. For more information, visit www.endicia.com.

U.S. Postal Service®, USPS®, Priority Mail®, Express Mail®, Parcel Post®, Post Office™, Delivery Confirmation™, and Signature Confirmation™ are among the many trademarks of the United States Postal Service. All other trademarks are the property of their respective owners.

About Newell Rubbermaid Technology Global Business 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® Printing and Labeling Solutions are comprised of DYMO label makers and label printers, postage printing and CD/DVD printing solutions (www.dymo.com).
- 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).
- Endicia® Internet Postage Solutions are comprised of Endicia online shipping and mailing solutions (www.endicia.com) as well as customized postage solutions (www.pictureitpostage.com).
- mimio® Interactive Teaching Solutions are comprised of mimio interactive whiteboard technology, digital ink recorders and student response systems (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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