



MEDIA ALERT

INCREASED PRESSURE TO PROVIDE FREE SHIPPING, SAME-DAY DELIVERY: HOW E-TAILERS CAN STILL WIN

***Endicia General Manager and Cofounder Amine Khechfe teams with USPS
to offer winning shipping strategies at the National Postal Forum***

SAN FRANCISCO – March 12, 2013 – Endicia, the leading provider of postage technology solutions, today announced its participation at the National Postal Forum (NPF) being held March 17 - 20, 2013 at the Moscone Center West in San Francisco. Amine Khechfe, general manager and cofounder of Endicia, will be featured at the event and will lead a session with Marc McCrery, brand manager, shipping at the United States Postal Service (USPS) on March 19, 2013. He will discuss the latest trends in eCommerce and the biggest challenges facing e-tailers in meeting consumers' growing shipping needs.

The company will also showcase and demo its latest mailing and shipping innovations and postage technology solutions at Booth #801 in the Exhibit Hall.

WHO: Amine Khechfe, general manager and cofounder, Endicia
Marc McCrery, brand manager, shipping, USPS

WHAT: "Making Shipping Easy and Cost-effective in an eCommerce World," an informative session expounding:

- eCommerce's growth and the rising demand for special shipping
- The unique benefits of utilizing automated shipping software in business
- USPS shipping solutions for same-day, next-day, free delivery and more
- Cost-effective shipping options for packages

WHEN: March 19, 2013, 4:30 p.m. - 5:45 p.m. (PDT)

WHERE: Moscone Center West, Room 2018
800 Howard St (at the corner of Fourth & Howard)
Parking available at the [Fifth & Mission Parking Garage](#) at 833 Mission Street

MORE: Visit Endicia at Booth #801 in the Exhibit Hall

Endicia will join more than 100 innovative exhibitors in the mailing industry at NPF, which expects over 4,000 attendees. Pricing options and registration can be found online at www.npf.org. Early registration is recommended to receive special discounts.

About Endicia

Endicia provides customizable, cost-effective and intuitive shipping technologies and services that help global businesses, small and big, reach their customers. Founded in 1982, Endicia is the leading provider of postage technology solutions with more than \$9 billion in postage printed and 200 integrated partners. Headquartered in Palo Alto, Calif., Endicia is a Newell Rubbermaid brand. For more information on Endicia products and services, visit www.endicia.com. Follow Endicia on Twitter at @DYMO_Endicia.

About NPF

The National Postal Forum (NPF), a not-for-profit educational corporation, was established in 1968 by a group of major postal customers/mailers who were committed to an ongoing partnership with the United States Postal Service. The Forum's goal then as now has been to provide education to business mailers and communication/feedback between the USPS and its business customers for a more responsive and efficient mail communications system.

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