



PRELIMINARY RELEASE

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## First Internet Postage Service for the Mac

**PALO ALTO, Calif., October 21 2004** – Envelope Manager Software announces the availability of the Mac version of its leading Endicia Internet Postage™ service. Endicia™ for Mac V1.0 is the first software-only Internet Postage service designed for the Macintosh platform. This native Mac software lets users print USPS mailing and shipping labels for domestic and international destinations, and comes loaded with premium shipping features such as integrated private insurance, hidden postage amounts, electronic Delivery Confirmation, automatic e-mail shipment notifications, a convenient Express Mail solution, integration tools, electronic refunds/reprints, label customization, and support for popular thermal printers and postal scales. Endicia for Mac is offered at the same service fees as its PC counterpart.

Endicia is the leading Internet Postage service for desktop shipping. With this release, Endicia adds to its technology lead by being the first and only Internet Postage service to offer a software-only solution for Mac customers. “Electronic shipping tools are significant in every business’ need to automate, but Mac users have not had access to this category,” said Harry Whitehouse, president, Envelope Manager Software. “Our Mac solution dramatically improves the convenience of USPS shipping and provides money- and time-saving features to the Mac community.”

### Major Features

Endicia for Mac users can print postage for both Domestic and International destinations, and send letters and packages around the world – from Abu Dhabi to Zimbabwe. Users simply provide the address, select the mail class and weight, then print the label. Endicia for Mac features electronic Delivery Confirmation free for Priority Mail and discounted for Package Services (saving \$0.42-\$0.45 per package over Retail Delivery Confirmation). Users also get the added convenience of automatic shipment notification e-mails and 1-click status checks on all their packages. This eliminates the need for keeping receipts or tracking numbers and typing that information in every time they need to get a package status. Endicia’s Express Mail and Global Express Mail shipping labels print on an ordinary laser or inkjet printer eliminating the need to manually fill out multi-part forms. The International Mail Advisor shows users all the mail classes, rates, restrictions, prohibitions, observations, customs forms, and areas served for every destination.

Endicia for Mac users can print shipping labels that do not display the postage amount – these labels employ “stealth indicia” to remove the postage amount from the human-readable portion of the postage indicia. This feature is essential for online and catalogue sellers, who typically charge shipping and handling fees to cover expenses above and beyond the postage itself (such as packaging, labor, insurance, etc). In addition, users can customize their labels with logos or graphics, and font control. An XML interface allows other applications to supply or retrieve information from Endicia using an industry standard protocol. This enables customers and third party software developers to tightly integrate Endicia into their applications, thereby reducing the time and cost of the fulfillment/shipping process.

Endicia for Mac users can apply discounted parcel insurance, with rates up to 70% less than USPS Insured Mail, by simply declaring the value of their package when printing the shipping label. Users do not need to sign-up for any special accounts, fill out any forms, stand in line at the post office, or send in any monthly billing reports. The insurance is applied on a piece-by-piece basis with no minimum requirements or advance deposits. Users can also automatically print claims forms for their lost or damaged articles.

## **About Endicia**

Endicia is a service from Envelope Manager Software ([www.envelopemanager.com](http://www.envelopemanager.com)), a leader in desktop mail software, with over 20 years of experience in the postal industry. In 1989, the company received the first annual U.S. Postal Service Quality Supplier Award, and in 1993, Envelope Manager became the standard software for address hygiene and bar-coding at the U.S. Postal Service. Endicia Internet Postage, introduced in 2000, allows users to print postage directly on their mail pieces using an award winning mail piece design tool. Endicia’s Mac software is the next generation of Buyolympia Corporation’s Swordfish Express 2.0, the 2004 Runner-Up for Most Innovative Mac OS X Product in the Apple Design Awards. This service needs only a Mac, an Internet connection, and a laser, inkjet, or label printer – no hardware to lease or install. The service is available at [mac.endicia.com](http://mac.endicia.com) including a free 30-day trial.

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