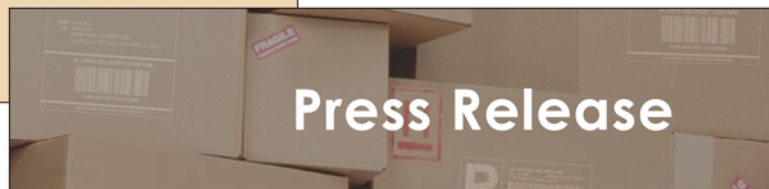


# Endicia® Enhances Partnership With U.S. Postal Service

High Volume Shipping Customers  
Will Be Eligible For Free Services

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**PALO ALTO, California, May 19, 2008**

To improve efficiency and convenience for online shipping customers, Endicia® and the U.S. Postal Service (USPS) have formed a partnership to provide key customers special access to USPS shipping services with Endicia technology. This partnership will enable high volume shippers of expedited services to be eligible for free Endicia services and shipping software solutions. This is in addition to the discounted commercial postage rates which are currently available through Endicia shipping solutions.

“The best customers of the USPS deserve the reward of Endicia’s state-of-the-art shipping solutions at no cost,” said Harry Whitehouse, Endicia Chief Development Officer. “By partnering with the USPS, we can offer a complete competitive choice for online shipping and fulfillment needs.”

Endicia is ideal for online sellers, fulfillment providers, and retailers with lightweight shipping needs--for instance, eBay sellers, jewelry dealers and resellers, clothing retailers, toy retailers and more.

More details of this exciting new program include:

- For every month that an Endicia Professional™ customer prints more than \$5,000 in qualified postage they will receive a free month of Professional service.
- For every month that an Endicia Platinum Shipper™ customer prints more than \$20,000 in qualified postage they will receive a free month of Platinum Shipper service.
- Customers will remain responsible for the cost of postage, extra services, and insurance fees printed from their account.
- Qualified postage is defined as postage for the following classes: Priority Mail®, Express Mail®, Priority Mail International®, Express Mail International® and Global Express Guaranteed®.

Additionally, Endicia is offering a royalty discount program for Endicia Label Server Customers. Endicia Label Server Customers are businesses that have integrated Endicia directly into their applications and websites, so they can print USPS shipping labels right from their application without installing any additional software.

Under this program, Endicia will not charge customers transaction-based royalties when using Priority Mail, Express Mail, Priority Mail International, or Express Mail International. Partners or their customers will remain responsible for the royalties on other mail classes, monthly minimums, and the cost of postage, extra services, and insurance fees.

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™**

## About Endicia

Endicia Internet Postage lets users print postage with just a computer, printer, and an Internet connection. Integrated into more than 60 applications, and with over \$2 billion in postage processed and 25 years of experience in the postal industry, Endicia is the leading Internet postage service provider.

To learn more about the USPS partnerships and purchasing postage online, visit [www.endicia.com](http://www.endicia.com) or [www.postage.com](http://www.postage.com). For more information on the price increase and how it impacts shipping prices for businesses, visit [www.usps.com/prices](http://www.usps.com/prices).

Endicia's PC and Mac applications allow users to print postage and shipping labels for all mail classes, domestic and international. Endicia's shipping functionality includes discounted Delivery and Signature Confirmation, discounted parcel insurance, hidden postage amounts and pre-filled customs forms.

Endicia's Application Programming Interfaces allow developers to integrate postage printing into a variety of applications, including web-based services. Endicia's PictureItPostage service allows businesses and individuals to print customized postage with their logos, images, or pictures. In 1989, the company received the first annual U.S. Postal Service Quality Supplier Award, and in 2004, the Industry Star Award. For more information, visit [www.endicia.com](http://www.endicia.com).

## About Newell Rubbermaid Technology

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 platforms:

- The Specialty Printing and Labeling Platform is comprised of DYMO® labeling, postage printing and CD/DVD printing solutions ([www.dymo.com](http://www.dymo.com)).
- The Analog to Digital Platform is comprised of CardScan® business card scanners and contact management software featuring CardScan At Your Service™ ([www.cardscan.com](http://www.cardscan.com)), and DYMO File™ software that turns paper documents into digital files ([www.dymofile.com](http://www.dymofile.com)).
- The Internet Postage Platform is comprised of endicia™ online shipping and mailing solutions ([www.endicia.com](http://www.endicia.com)) as well as its customized postage solutions ([www.pictureitpostage.com](http://www.pictureitpostage.com)).
- The Classroom Technology Platform is comprised of mimio® interactive whiteboards and digital ink recorders ([www.mimio.com](http://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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