

Endicia® Ready For Transitioning Customers Following DHL U.S. Domestic Exit

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Press Release

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With DHL leaving the U.S. domestic shipping market, Endicia, a U.S. Postal Service-approved online postage vendor, is supporting former DHL customers and showcasing the advantages of shipping with the Postal Service and Endicia.

“With approved online postage vendors like Endicia, the Postal Service can offer competitive shipping services and Endicia’s exceptional customer service through the most comprehensive pickup and delivery network across the United States,” said Harry Whitehouse, Endicia co-founder and chief development officer. “Postal Service shippers never pay additional surcharges for fuel, residential addresses or address corrections. Shippers also get free USPS packaging, online pricing discounts and easy surcharge-free flat rate shipping. As DHL ends its domestic-only air and ground shipments within the U.S. it is a good time for businesses who have used this service to carefully examine their shipping options and explore the low-cost offerings of the USPS and Endicia.”

Switching from DHL to the U.S. Postal Service is an easy transition with Endicia. 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 shipping functionality includes the PC Postage® discount for Delivery and Signature Confirmation™, discounted parcel insurance made available by Endicia, Stealth Postage™ feature and pre-filled customs forms for international destinations. Additionally, Endicia’s Application Programming Interfaces and web-based services allow developers to integrate postage printing into a variety of applications and web sites.

To welcome former DHL shippers, Endicia has launched a micro-site at <http://www.endicia.com/DHL/>. Additionally, Endicia is launching a free webinar specifically to assist new customers switching from DHL. To register, visit Endicia’s DHL page or <http://www.endicia.com/support/Webinars/>.

"With this webinar, Endicia is prepared to help make the transition from DHL easier through a live Endicia presentation where customer questions can be answered immediately," said Vivian Li, Endicia marketing brand manager. "After participating in the webinar, former DHL shippers will better understand how they may incorporate the benefits of the U.S. Postal Service and Endicia into their shipping processes without the need for expensive software or new hardware."

DHL’s last day for U.S. domestic product support is January 30, 2009. “With fewer choices, we encourage all shippers, not just former DHL customers, to explore their shipping options and consider Endicia’s services,” said Whitehouse. “The shipping service a business uses can have a profound impact on the bottom line.”

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™

For example, according to the U.S. Postal Service's online postage price calculator, a two-pound package shipped overnight 600 miles to a residential address on a Saturday will cost the shipper \$24.65. With the typical private carrier, the higher base rate and surcharges would bring the cost to more than \$72.00, including a residential delivery surcharge (\$2.35), a Saturday delivery surcharge (\$14.50) and a fuel surcharge (\$16.52). The Postal Service does not charge extra for residential or Saturday delivery. Nor does the USPS charge an address correction fee—another common private carrier surcharge that can tack on as much as \$6.00 per address.

The lower base cost is only one of the ways the U.S. Postal Service helps companies save money on shipping. The Postal Service also offers discounts to customers purchasing postage through an approved online vendor like Endicia, saving shippers up to an additional 3-8 percent on certain classes of postage compared to retail prices.

These online discounts, coupled with Endicia's easy-to-use software, create a winning business proposition that allows shippers to reduce their shipping costs with the USPS compared to retail. Endicia boosts the USPS online shipping options by adding significant enhancements, such as database integration, batch processing and reporting tools – all comparable to services offered by private carriers' software.

Endicia® Internet Postage offers the following services:

Endicia® Premium:

- Stealth Postage™ protects shipping and handling charges by printing the postage barcode without displaying the actual postage amount paid for the package
- Savings on parcel insurance made available by Endicia offered at a lower cost than the U.S. Postal Service retail prices, customers save up to 63 percent
- Pre-filled customs forms
- Customizable shipment notification e-mails

Endicia® Professional:

- All Premium features, plus
- SCAN service (bulk acceptance scans) for packages
- Retrieve shipment information from order databases
- Stage lists for batch printing
- Variable weight and mail class list support

Platinum Shipper™:

- All Premium features, plus
- Rate shop USPS versus private carrier – no integration needed!
- Save on address correction fees
- SCAN service
- Avoid residential and rural address surcharges

Label Server™:

- All Professional features, plus
- 100 percent web services
- Seamless integration

What does the USPS do that private carriers don't?

- It's the only service that delivers to military addresses (APO/FPO addresses)
- It's the only service that delivers 365 days a year, including Christmas

- It's the only service that delivers to PO Boxes
- It's the only service that delivers on Saturday for no extra charge
- Is the only service not to have residential and address correction surcharges

For more information, visit www.endicia.com.

Fuel surcharge percentages based on November 3-November 30 published rates on www.fedex.com and www.ups.com. Private carrier rate figures based on cost calculator rates on www.ups.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).
- The Analog to Digital Platform is comprised of CardScan® business card scanners and contact management software featuring CardScan At Your Service™ (www.cardscan.com), and DYMO File™ software that turns paper documents into digital files (www.dymofile.com).
- The Internet Postage Platform is comprised of Endicia® online shipping and mailing solutions, (www.endicia.com) as well as its customized postage solutions (www.pictureitpostage.com).
- The Classroom Technology Platform is comprised of mimio® interactive whiteboards and digital ink recorders (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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