

Deeper U.S. Postal Service® Shipping Discounts Available To Endicia Customers

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Press Release

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On November 13, 2008, the U.S. Postal Service announced a price change for shipping services effective Sunday, January 18, 2009. This price change comes on the heels of rate increases of other industry service providers. Unlike its competitors, the U.S. Postal Service does not impose any fuel surcharges, hidden surcharges, or surcharges for residential or Saturday delivery. While Endicia customers may see a modest increase in their shipping costs through the U.S. Postal Service, they will enjoy even deeper savings available to online postage users. Commercial Base discounts over retail will go from 3% to 5% for Express Mail and from an average of 3.5% to an average of 4.7% for Priority Mail. Furthermore, high-volume customers can now earn Commercial Plus pricing which is discounted over 14% for Express Mail and an average of 7% on Priority Mail compared to retail rates.

“The U.S. Postal Service through Endicia continues to offer our customers value in a tough economic market,” said Harry Whitehouse, chief development officer for Endicia. “Especially for customers that ship packages weighing less than five pounds, it continues to be the most cost-effective solution.”

Endicia’s software automatically self-updates (with user consent) to prepare for the change. The software will automatically switch to the new prices on January 18 while using the existing shipping prices until that time. Endicia customers can also learn about the price change by viewing Endicia’s dedicated price change webpage at www.endicia.com/pricechange.

In place of the discontinued Express Mail rebates, the U.S. Postal Service is rolling out Commercial Plus pricing, with up-front discounts for high-volume Express Mail and Priority Mail users as well. Savings on Express Mail will be over 14 percent compared to retail on average, and for Priority Mail, seven percent less than retail on average.

“Commercial Plus is a tiered pricing option designed with larger shippers in mind,” said Gary Reblin, vice president, Expedited Shipping. “It’s a very competitive offering for commercial customers — lower prices that will reward them for shipping higher volumes with the U.S. Postal Service.”

In addition, the U.S. Postal Service is introducing a Small Priority Mail Flat Rate box retail priced at \$4.95 for domestic delivery. Customers using an approved online postage vendor, including Endicia, will get the Commercial Base price of \$4.80 for domestic delivery. This new box, which is approximately the same size as a video cassette, provides a great option for customers sending smaller items that require sturdy packaging at a convenient price. This new box is also available for International delivery with a maximum weight of four

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pounds. As with all U.S. Postal Service flat rate packaging, the new Small Priority Mail Flat Rate box is free to all customers, including those using Endicia.

The average retail price increases per service offering are as follows:

- Priority Mail: 3.9%
- Express Mail: 5.7%
- Parcel Select: 5.9%
- Parcel Return Service: 5.3%
- Priority Mail International: 8.5%
- Express Mail International: 8.5%

This pricing change is the first to separate USPS shipping and mailing service updates. The U.S. Postal Service plans to announce price changes for its mailing services, including stamps, in February 2009, with new prices effective May 2009.

About Endicia

With over 25 years of experience in the postal industry, Endicia is the leading Internet Postage service provider. Endicia lets users print postage with just a computer, printer, and an Internet connection. Integrated into more than 60 applications, Endicia's PC and Mac applications allow users to print postage and shipping labels for all mail classes, both domestic and international, that can be purchased at the Post Office retail counter. Endicia's functionality includes discounted Delivery Confirmation™ and Signature Confirmation™, discounted Parcel Insurance made available by Endicia, 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 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.

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 platforms:

- The Specialty Printing and Labeling Platform is comprised of DYMO® label makers and label printers, 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 for document scanning 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 customized postage solutions (www.pictureitpostage.com).
- The Classroom Technology Platform is 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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