ENDICIA BREAKS THE $4 BILLION POSTAGE BARRIER

Leading Internet Postage Provider has now processed Over $4 Billion in Postage Printed

PALO ALTO, Calif., November 23, 2009 – Endicia, the leader in Internet Postage, has reached over $4 billion in postage printed-another huge milestone for the company. This landmark comes as no surprise to Endicia's loyal customer base – in Q3 2009 alone, Endicia account holders printed more than 3 times as much postage as was printed with the nearest PC Postage® provider. Customers have been relying on Endicia postage solutions for over 25 years to save them time and money.

Always on top of technological trends and advances, this accomplishment comes after a long list of impressive mailing and shipping industry firsts for Endicia, including:

- Presenting the PC Postage prototype to the Postal Service™ industry, creating the template that now fuels the industry
- Producing wizard-style Windows software that designs and presorts mail
- Correcting addresses and providing ZIP+4® information over the Internet for quicker delivery, less returned or lost packages, and less money lost in postage because of non-deliverable or mis-delivered packages
- Incorporating Integrated Package Insurance, saving users the hassle of separate insurance forms
- Automating International Customs Forms, taking the guess work out of the forms process and eliminating the need to fill out forms by hand – saving time
- Offering Electronic Refunds for customers, helping them streamline activity and get faster returns on mis-printed postage
- Providing NO MONTHLY FEE accounts with no special printers required
- Implementing Web-based postage log and package lookup, accessible from anywhere and not tied to the computer that generated the postage
- Supporting electronic Delivery Confirmation™ and Signature Confirmation™ service for First-Class Mail® Parcels
- Providing an online shipping and mailing solution for Mac, allowing even more users the ability to use Internet postage – Endicia remains the sole Mac solution provider

"We've had a great 25 years thus far in this industry," says Amine Khechfe, general manager for Endicia. "We're extremely excited that our valued customers have helped us break $4 billion in postage - we look forward to our next 25 years of helping Endicia users save time and money by giving them the tools they need to streamline their shipping and mailing."

Endicia provides service plans that meet every company's USPS® shipping and mailing needs. With Endicia, customers can create and print the exact amount of postage they need, as well as mailing and shipping labels from their PC or Mac.

For more information on Endicia products and services, visit www.endicia.com. Follow Endicia on Twitter @Endicia.

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About Endicia
With over 25 years of experience in the postal industry and more than $4 billion in postage printed, 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 domestic and International mail classes that can be purchased at the Post Office™ retail counter. Endicia's functionality includes discounted Delivery Confirmation™ service and Signature Confirmation™ service, discounted Endicia Parcel Insurance, 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 2009, La Poste, the French Postal Service, chose Endicia for its experience in the market, to launch MonTimbrenLigne, allowing small office/home office users to design and print custom postage at no extra cost. 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.

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 solutions:

- DYMO® Printing and Labeling Solutions are comprised of DYMO label makers and label printers, postage printing and CD/DVD printing solutions (www.dymo.com).
- CardScan® Contact Management Solutions are 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).
- Endicia® Internet Postage Solutions are comprised of Endicia online shipping and mailing solutions (www.endicia.com) as well as customized postage solutions (www.pictureitpostage.com).
- mimio® Interactive Teaching Solutions are 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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