



ENDICIA® OFFERS BILL ME LATER® PAYMENT OPTION

*Service Allows Customers to Now be Invoiced
Monthly for Online Postage Purchases*

PALO ALTO, Calif., March 11, 2010—Endicia®, a U.S. Postal Service® Internet Shipping provider, is now offering customers a new payment option for the online purchase of Endicia postage, products and services.

Endicia is now a participating merchant with Bill Me Later®, one of the world's most popular alternative online payment methods. As its name implies, Bill Me Later enables credit-worthy customers to pay online (or by telephone) without using a credit card, and aggregate all activity into one monthly bill.

If a customer uses this payment option, Endicia activity will aggregate over the course of a month so they receive one monthly bill, rather than have to pay separately for each transaction as it occurs. Bill Me Later users have additional flexibility and purchasing power because they no longer have to pre-pay for postage.

“Bill Me Later is a smart option for small businesses and other Endicia customers who prefer getting monthly invoices for their transactions,” said Steve Rifai, director of marketing, Endicia. “We strive to make the user experience simple and convenient for all Endicia customers, and Bill Me Later really fits the bill.”

Here's how the process works. Customers log into their Endicia account, via www.endicia.com, and place their order for postage for their shipping label or for DYMO® Printable Postage, DYMO® Stamps or any other Endicia product. They then select the “Bill Me Later” option, provide their birthday and the last four digits of their Social Security Number, accept the payment terms – and the purchase is complete. All Bill Me Later purchases are tracked on one monthly bill.

Endicia is the leader in Internet Postage with over \$4 billion in postage printed and more than 25 years of industry experience. For more information on Endicia products and services, visit www.endicia.com. Follow Endicia on Twitter @Endicia.

U.S. Postal Service®, USPS®, First-Class Mail®, Priority Mail®, Express Mail®, Global Express Guaranteed®, Express Mail International® are registered trademarks; and Delivery Confirmation™ and Signature Confirmation™ are trademarks of the U.S. Postal Service.

About Bill Me Later

Bill Me Later delivers a smart, safe and speedy solution for shoppers and an attractive alternative payment solution for merchants. The Bill Me Later, Inc. network includes more than 1000 online stores, catalogs and travel partners including Apple, Borders, Blue Nile, Bluefly, Continental Airlines, Fujitsu, JetBlue, Overstock, QVC, Toshiba, Toys "R" Us, US Airways, Walmart.com and Zappos. Millions of consumers rely on the safety and

convenience of Bill Me Later's payment solutions when shopping online, via phone and in-store.

Bill Me Later is a PayPal company headquartered in Timonium, MD with additional offices in Hunt Valley, MD and San Francisco, Calif. Bill Me Later is subject to credit approval as determined by the lender, CIT Bank, Salt Lake City, Utah, and is available to U.S. customers who are of legal age in their state of residence. See www.billmelater.com for important disclosures.

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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