



DYMO™ ENDICIA® FIRST TO OFFER POSTAL SERVICE™ -APPROVED FEATURE FOR EFFICIENT SHIPPING TO U.S. MILITARY

- *Electronic round date stamp reduces Post Office™ trips for APO/FPO packages*
- *Soldiers' Angels charity instantly experiences fivefold increase in productivity*

PALO ALTO, Calif., June 10, 2010 — Businesses and charitable organizations that ship to U.S. military addresses can serve those recipients much more efficiently, thanks to a new U.S. Postal Service® - authorized Internet postage feature available to DYMO™ Endicia® customers.

Beginning this month, users of DYMO Endicia Premium or higher service levels can electronically generate a combined shipping, postage and customs declaration label bearing the required electronic round date stamp needed for shipments to Army Post Office / Fleet Post Office / Diplomatic Post Office (APO / FPO / DPO) addresses, U.S. territories and freely associated states. As a result, these packages no longer need to be taken to the Post Office™ for round date stamp processing. Instead, a postal carrier can pick them up, thereby providing considerable time savings for companies shipping to military addresses.

“Electronic round date stamp processing is a great time-saver for shippers. But even more importantly, it ensures that U.S. military personnel will receive supplies, materials and care packages faster than ever,” said Harry Whitehouse, chief development officer, DYMO Endicia. “We are honored that DYMO Endicia is the first Internet postage provider to offer this important and beneficial service.”

Soldiers' Angels, a volunteer-led non-profit organization that provides aid and comfort to members of the U.S. military and their families, was a beta user of this new feature with DYMO Endicia service. One of the organization's main support efforts involves sending on a weekly basis a heavy volume of care packages of donated supplies to service members around the world.

Prior to using DYMO Endicia, their heavy volume of shipping to APO / FPO addresses meant countless customs forms and paperwork to complete by hand — and no organized, in-house shipping system to complete their mission. Soldiers' Angels needed a solution that would allow the organization to facilitate shipping directly from its warehouse.

Upon implementation of DYMO Endicia, Soldiers' Angels leveraged the ability to electronically “sign” and complete integrated Customs forms, along with the new electronic round date stamp feature to save a significant amount of time. The organization immediately increased care package shipments from its San Antonio warehouse more than *fivefold*, dispatching nearly 1,000 packages a day.

“Now that we can ship directly from the warehouse, our productivity has really increased,” said Eric Rice, warehouse manager, Soldiers' Angels. “For an organization that relies on volunteers, we strive to be efficient. And DYMO Endicia is helping us accomplish our mission.”

An approved vendor of the U.S. Postal Service®, DYMO Endicia provides trusted, convenient and affordable online shipping and mailing solutions. DYMO Endicia is the leader in Internet Postage with more than \$5 billion in postage printed and more than 25 years of industry experience. For more information on DYMO Endicia products and services, visit www.endicia.com. Follow DYMO Endicia on Twitter @endicia.

Mail addressed to military personnel overseas is subject to certain restrictions of mailing regarding content, preparation and handling. See usps.com for more details.

For complete details on Free Package Pickup, visit Schedule a Pickup on usps.com.

U.S. Postal Service®, Postal Service™ and Post Office™ are among the many trademarks of the United States Postal Service.

About DYMO and Newell Rubbermaid Global Technology Solutions

DYMO is the master brand name for several brands that comprise Newell Rubbermaid Global Technology Solutions. In a world that demands greater productivity and measures it at every opportunity, DYMO provides businesses, educational institutions, and consumers with innovative and easy ways to share, manage and organize information with improved efficiency and satisfaction. Our DYMO global technology brands are organized into four solutions:

- DYMO® Labeling Solutions are comprised of DYMO hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools (www.dymo.com).
- DYMO™ 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).
- DYMO™ Endicia® Internet Postage Solutions are comprised of Endicia online shipping and mailing services (www.endicia.com) as well as customized postage (www.pictureitpostage.com).
- mimio® Interactive Teaching Solutions are comprised of mimio interactive whiteboard technology, digital ink recorders and accessories (www.mimio.com).

These global technology brands complement the Newell Rubbermaid portfolio of brands including Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Dymo®, Waterman®, Parker®, Goody®, Technical Concepts™ and Aprica®.

#