



Endicia



DYMO™ Endicia® Is Stepping Out with Soles4Souls

DYMO Endicia and Soles4Souls Announce Partnership to Help Fulfill Soles4Souls Mission of Providing Shoes to Those in Need

PALO ALTO, Calif. — Aug. 10, 2011 — [DYMO™ Endicia®](#), the leading provider of shipping and mailing postage technology solutions with more than \$6 billion in postage printed, and Soles4Souls, a non-profit organization that collects shoes and distributes them to those in need worldwide, have announced a partnership to support the charity's mission. The partnership announcement comes on the heels of the launch of Soles4Souls' "Back to School, Back to Giving" campaign.

DYMO Endicia will serve as the official shoe retail shipping sponsor of Soles4Souls in 2011. As official retail shipping sponsor, DYMO Endicia will provide Soles4Souls with a free DYMO Endicia electronic postage account, and will supply funding to help offset the organization's shipping costs.

"Our retail donors have indicated to us in the past that one of the biggest hurdles to donating shoes to Soles4Souls is shipping costs. We're excited to partner with DYMO Endicia to educate retailers, one of our largest sources of shoe donations, about how they can make their shipping process more efficient and affordable," said Wayne Elsey, founder and CEO of Soles4Souls. "We hope that this partnership will not only make donating to Soles4Souls a little easier, but also show retailers a more streamlined way to ship all of their packages."

The "Back to School, Back to Giving" campaign targets shoe retailers throughout the U.S. and encourages them to donate new or gently used shoes. Retailers are invited to donate excess inventory, host trade-in events in their stores or donate funds to help Soles4Souls fulfill its mission of providing shoes worldwide.

"While back to school can be an exciting time for children worldwide, it can be a stressful time for families that can't afford basic school necessities like shoes. Through our shipping partnership with Soles4Souls, we hope to provide relief to thousands of families in the form of a new pair of shoes," said Amine Khechfe, general manager, DYMO Endicia.

Among the benefits DYMO Endicia offers shoe retailers are:

- Enables fast and efficient shipping from start to finish, including integrated, electronic customs forms for international and military shipments
- Provides customers access to USPS® discounted price tiers at a variety of shipping volumes
- Allows for seamless integration with existing systems to avoid workflow disruptions
- No minimum volume requirements, no special hardware required, no long term contracts and no set-up fees

Retailers interested in finding out how to participate in the "Back to School, Back to Giving" campaign, can contact Pattie Graben with Soles4Souls at pattieg@giveshoes.org. For more information on DYMO Endicia products and services, visit www.endicia.com.

About DYMO Endicia

DYMO Endicia provides customizable, easy-to-use and affordable shipping and mailing software solutions. With more than 25 years of postal industry experience, DYMO Endicia is the leading provider of postage technology solutions with more than \$6 billion in postage printed. For more information on DYMO Endicia products and services, visit www.endicia.com. Follow DYMO Endicia on Twitter @DYMO_Endicia.

About DYMO and Newell Rubbermaid Global Technology Solutions

DYMO is the master brand name for the Newell Rubbermaid Global Technology Solutions portfolio. 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 Identification Solutions include DYMO hand-held label makers, PC connected label and postage printers, plus Industrial labeling tools (www.dymo.com).
- DYMO™ CardScan® Contact Management Solutions include CardScan business card scanners and contact management software (www.cardscan.com).
- DYMO™ Endicia® Postage Technologies include Endicia online shipping and mailing services (www.endicia.com), as well as customized postage (www.pictureitpostage.com).
- DYMO / Mimio® ITT (Interactive Teaching Technology) include Mimio interactive whiteboard technology, digital ink recorders, document cameras, student response systems and engaging lesson plan content (www.mimio.dymo.com).

These global technology brands complement Newell Rubbermaid's strong portfolio of global brands, which also includes Rubbermaid®, Sharpie®, Graco®, Calphalon®, Irwin®, Lenox®, Levolor®, Paper Mate®, Waterman®, Parker®, Goody®, Rubbermaid Commercial Products® and Aprica®.

About Soles4Souls®, Clothes4Souls®, and Hope4Souls™

Soles4Souls collects new shoes to give relief to the victims of abject suffering and collects used shoes to support micro-enterprise efforts to eradicate poverty. Soles4Souls' other two divisions, Clothes4Souls and Hope4Souls, provide the same relief and support through clothing and other necessities. Donating parties are eligible for tax advantages. Visit www.giveshoes.org, www.clothes4souls.org, or www.hope4souls.org for more information.