



Endicia Releases Unique Return Shipping Solution

Pay-on-Use Service Cuts Costs for Ecommerce Businesses, Improves Consumer Experience

PALO ALTO, Calif., June 10, 2014 – Endicia, the leading provider of ecommerce shipping technologies and services, today announced the electronic postage industry's first "Pay-on-Use Returns" innovation exclusively for the United States Postal Service® (USPS®). This service will save time and money for online sellers, as well as improve the overall returns experience for online shoppers.

Unlike traditional USPS labels, Endicia's Pay-on-Use Returns shipping labels are not pre-paid. Postage is only deducted if and when a return label is scanned into the mail stream.

A ComScore study (2012) reported that 95 percent of shoppers will repeat business after a positive returns experience, and 85 percent will not repeat business if the returns process is inconvenient. Providing online shoppers with a pre-printed return label in their original package or an emailed label to use at their leisure are both critical elements to ensuring a hassle-free returns experience.

"As a plus-size clothing company with a thriving ecommerce business, our success relies heavily on giving customers all-around top-notch service," said Eddie Khanbeigi, COO & general counsel of Kiyonna. "Since the USPS offers the most economic pricing, which our customers appreciate, I'm overjoyed with the time and money we'll save in not having to pre-pay for the return labels."

With Endicia's Pay-on-Use Returns service, online businesses no longer need to spend valuable time requesting refunds for return shipping labels that go unused, nor absorb the cost of including a pre-paid USPS return label in their shipments.

"Online sellers have been clamoring for a more efficient returns process – one that gives customers the convenience they deserve without damaging a business' balance sheet," said Amine Khechfé, co-founder and general manager of Endicia. "Today, we are proud to offer e-tailers a solution that saves them time and money on package returns, while still utilizing the USPS shipping services they love."

Endicia's Pay-on-Use Returns service joins the existing suite of Endicia Returns solutions, which includes pre-paid USPS return labels and the recently released cross-border Canada Returns. The extended returns' capability increases the functionality of Endicia's shipping technology platform, enabling Endicia customers to manage end-to-end shipping labels for domestic and international destinations.

To learn more about this innovative new service, visit www.endicia.com/pay-on-use-returns.

About Endicia

Endicia, a leading provider of ecommerce shipping technologies and services, offers solutions that help businesses, small and large, run their operations more smoothly and function more successfully. Endicia also provides seamless access to U.S. Postal Service® shipping services through integration with more than 200 partner applications. A trusted partner of the U.S. Postal Service since 1987, Endicia has printed more than \$11B in postage. Headquartered in Palo Alto, Calif., Endicia is part of Newell Rubbermaid's global portfolio of leading brands. For more information on Endicia products and services, visit www.endicia.com. For ecommerce and online shipping tips, visit www.endicia.com/why-us/blog. Follow Endicia on Twitter at @Endicia.

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